



Agenda

Community Redevelopment Agency

Monday, August 24, 2020

5:00 PM

Virtual Meeting

MEMORANDUM TO:

Members of the Community Redevelopment Agency
City of Jacksonville Beach, Florida

Board Members:

The following Agenda of Business has been prepared for consideration and action at a Regular Meeting of the Community Redevelopment Agency:

CALL TO ORDER

ROLL CALL

Art Graham (Chairperson), Frances Povloski (Vice-Chairperson), Jeffrey Jones, Samuel Hall, Gary Paetau

APPROVAL OF MINUTES

OLD BUSINESS

NEW BUSINESS

- a. **Resolution No. 2020-03** - A resolution of the City of Jacksonville Beach Community Redevelopment Agency adopting its operating budget for the fiscal year beginning October 1, 2020 and ending September 30, 2021; and providing for an effective date.

ITEMS FOR DISCUSSION

- a. **Downtown Redevelopment Plan Consolidation Presentation** – Cliff Shepard and Jacob Schumer

COURTESY OF THE FLOOR TO VISITORS

ADJOURNMENT

NOTICE

Due to the current restrictions and limitations for social distancing and gatherings surrounding the COVID-19 crisis, the August 24, 2020, City of Jacksonville Beach Community Redevelopment Agency meeting will be conducted in a modified manner. The meeting will be conducted virtually, utilizing Zoom technology and webinar capabilities. The City is providing numerous additional technological options for public attendance for the meeting.

The Governor's Executive Order Number 20-69, addressing Local Government Public Meetings, states local government bodies may utilize communications media technology (CMT), as provided in section 120.54(5)(b)2., Florida Statutes.

The following CMT options are available to view and listen to the August 24, 2020, City of Jacksonville Beach, Community Redevelopment Agency regular meeting:

1. View and listen to a Livestream of the meeting online:
 - a. View the Livestream via Zoom technology: <https://us02web.zoom.us/j/87523413728>
2. Listen to the meeting via phone:
 - a. Dial 1-301-715-8592
 - b. Webinar ID: 875 2341 3728
 - c. There is no participant ID number. If you are asked for this, press #. When dialing in by phone, your line will be automatically muted for the duration of the meeting.
3. Hearing or speech impaired access:
 - a. Contact the agency using the Florida Relay Service: 1-800-955-8771 (TDD) or 1-800-955-8770 (Voice).

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (904) 247-6299, extension 10, no later than one business day before the meeting or by sending an e-mail to CityClerk@jaxbchfl.net

cc: Mike Staffopoulos, City Manager; Chris Ambrosio, City Attorney

MEMORANDUM

TO: Jacksonville Beach Community Redevelopment Agency Members
FROM: Bill Mann, Planning and Development Director, CRA Administrator
RE: August 24, 2020 Community Redevelopment Agency Meeting
DATE: August 17, 2020

Please consider the following information and staff recommendation relative to the following action item to be acted upon at the upcoming August 24, 2020 meeting:

1. **Resolution No. 2020-03.** With this resolution, the CRA adopts its operating and capital improvements budget for the Downtown and South Beach Districts.

The following provides background on the line items in the proposed budgets, including any notable changes:

DOWNTOWN DISTRICT

Personal Services costs related to the Downtown District have decreased slightly due. There are no debt service expenses, and we are not presently funding any grant programs downtown.

Operating expenses are projected to remain consistent with last year's. Capital Outlay has increased due to the capital project additions of \$500,000 for construction of non ADA dune walkovers and \$200,000 for the extension of existing stormwater beach outfalls. This year marks the first year where we are showing programmed capital improvements in the initial budget, as opposed to incrementally through each year as capital projects are awarded

DOWNTOWN COMMUNITY ASSISTED POLICING EFFORT (CAPE)

CAPE is fully staffed this year with eleven personnel. Downtown CAPE officers work closely with area businesses, residents and visitors, focusing on public safety and quality-of-life crimes. They are trained in crime prevention, provide code enforcement assistance, and provide "responsible vendor" training to businesses downtown that serve alcoholic beverages.

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The decrease in personal services reflects changes in employee benefit selections. Capital Outlay for FY21 is \$55,750, for replacement of one police vehicle and one Segway.

SOUTH BEACH DISTRICT

Personal Services costs for related to the South Beach District increased 47.9%, reflective of the addition of a new CRA Program Manager. Operating expenses are projected to remain comparable to last year's.

As with the Downtown District, there are no debt service expenses in the South Beach District this year, nor are we presently funding any grant programs in the district.

As with the Downtown and CAPE budgets, programmed capital projects are now include with the overall proposed Southend budget. A total of \$2,765,000 in capital improvements is proposed, broken out as follows:

- \$1,000,000 South Beach Parkway Stormwater Pond Reconstruction
- \$1,600,000 Phase 4, Stormwater/Road Improvements Project
- \$150,000 for the design of the South Basin Stormwater Outfall Channel Improvements

CAPITAL IMPROVEMENT BUDGETING POLICY

Historically, the CRA has amended its budget and allocated tax increment trust funds for specific capital projects at the start of the engineering and design process, and then adding construction dollars at a stage when the engineer's estimate is reasonably firm. Due to statutory requirements, programmed capital project expenditures are now included in the initial budget for the fiscal year.

For planning purposes, the City's five-year capital improvement plan shows estimates for projects expected to be funded using tax increment funds. This process helps ensure that funds are available as projects move forward.

TAX INCREMENT REVENUE

The CRA can expect to receive tax increment revenue appropriations from Jacksonville and Jacksonville Beach this fiscal year totaling approximately \$7.1 million for Downtown and \$2.5 million for South Beach.

Staff recommends approval of Resolution No. 2020-03.

Attachments: CRA Resolution No. 2020-03, with Exhibit A
Supplemental budget information

CRA RESOLUTION NO. 2020-03

A RESOLUTION OF THE CITY OF JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY ADOPTING ITS OPERATING BUDGET FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2020 AND ENDING SEPTEMBER 30, 2021; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City and its Community Redevelopment Agency (CRA) have worked in concert since 1993 to carry out the mandates of Florida Statutes Chapter 163, Part III and the provisions of the Downtown and South Beach Community Redevelopment Plans, as amended, and

WHEREAS, a key component of this cooperative arrangement has been the economical and efficient provision of administrative services at minimal cost to the Agency, and

WHEREAS, the CRA Administrator has submitted itemized estimates of the costs of operating the Community Redevelopment Agency, has also submitted costs for programmed capital improvements for the Downtown and South Beach Community Redevelopment Areas, and has specified the use of tax increment trust funds for the thereof, the same having been duly considered by the Community Redevelopment Agency; and

WHEREAS, in order to more specifically comply with Chapter 189.016(4), Florida Statutes requiring the tentative budget to be posted on the special district's website at least 2 days before the budget hearing and the adopted budget to be posted within 30 days after adoption; and

WHEREAS, the City of Jacksonville Beach Community Redevelopment Agency met in open meeting on August 24, 2020, to review and consider said budget and redevelopment program management arrangement; and

WHEREAS, the City of Jacksonville Beach Community Redevelopment Agency set forth the revenue estimate and appropriations for the total Community Redevelopment Agency budget for Fiscal Year 2020-2021 in the amount of \$5,685,217.00, subdivided as follows: Downtown - General = \$1,449,875.00, Downtown - Community Policing = \$1,141,134.00 and South Beach = \$3,094,208.00.00.

NOW, THEREFORE, BE IT RESOLVED BY THE JACKSONVILLE BEACH COMMUNITY REDEVELOPMENT AGENCY THAT:

SECTION 1. ADOPTION OF THE BUDGET. The Fiscal Year 2020-2021 Jacksonville Beach Community Redevelopment Agency Operating Budget, as depicted in the attached Exhibit A, is hereby adopted.

SECTION 2. EFFECTIVE DATE. This Resolution shall take effect on August 24, 2020.

ADOPTED IN OPEN MEETING THIS 24th DAY OF AUGUST, A.D., 2020.

Art Graham, CHAIRMAN

William C. Mann, ADMINISTRATOR

**EXHIBIT A
CRA RESOLUTION #2020-03
FY2021 BUDGET ADOPTION**

Combined Redevelopment Districts							
Line Item	2017 Actual	2018 Actual	2019 Actual	2020 <i>Amended</i> Budget	2021 Original Budget	\$ Change	% Change
Fund Balance carried forward from prior year	\$ 21,096,176	\$ 22,266,199	\$ 26,231,595	\$ 26,387,616	\$ 25,479,728	\$ (907,888)	-3.4%
Revenues:							
Taxes	\$ 9,468,928	\$ 10,310,397	\$ 10,956,993	\$ 9,260,128	\$ 9,633,307	\$ 373,179	4.0%
Taxes returned to taxing authorities	\$ -	\$ -	\$ (4,431,388)	\$ -	\$ -		
Intergovernmental	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Charges for services	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Fines & forfeitures	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Interest & other	\$ 380,181	\$ 178,493	\$ 1,246,778	\$ 247,109	\$ 253,850	\$ 6,741	2.7%
Transfers in	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Total Revenues	\$ 9,849,109	\$ 10,488,890	\$ 7,772,383	\$ 9,507,237	\$ 9,887,157	\$ 379,920	4.0%
Expenditures:							
Personal services	\$ 991,908	\$ 897,289	\$ 1,022,107	\$ 1,315,538	\$ 1,337,810	\$ 22,272	1.7%
Operating	\$ 503,796	\$ 674,116	\$ 624,586	\$ 963,555	\$ 826,657	\$ (136,898)	-14.2%
Capital outlay	\$ 7,183,382	\$ 4,952,089	\$ 5,969,669	\$ 8,136,032	\$ 3,520,750		0.0%
Debt service	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Grants to others	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Transfers out	\$ -	\$ -	\$ -	\$ -	\$ -		0.0%
Total Expenditures	\$ 8,679,086	\$ 6,523,494	\$ 7,616,362	\$ 10,415,125	\$ 5,685,217	\$ (4,729,908)	-45.4%
Ending Fund Balance	\$ 22,266,199	\$ 26,231,595	\$ 26,387,616	\$ 25,479,728	\$ 29,681,668	\$ 4,201,940	16.5%
Expenditures by Department:							
Community Redevelopment	\$ 7,883,416	\$ 5,623,737	\$ 6,707,402	\$ 9,129,232	\$ 4,544,083	\$ (4,585,149)	-50.2%
Police	\$ 795,670	\$ 899,757	\$ 908,960	\$ 1,285,893	\$ 1,141,134	\$ (144,759)	-11.3%
Total Expenditures	\$ 8,679,086	\$ 6,523,494	\$ 7,616,362	\$ 10,415,125	\$ 5,685,217	\$ (4,729,908)	-45.4%

EXHIBIT A
CRA RESOLUTION #2020-03
FY 2021 BUDGET ADOPTION

Downtown Redevelopment							
Line Item	2017 Actual	2018 Actual	2019 Actual	2020 <i>Amended</i> Budget	2021 Original Budget	\$ Change	% Change
Fund Balance carried forward from prior year	\$ 13,948,019	\$ 14,695,306	\$ 16,429,345	\$ 9,799,908	\$ 8,421,709	\$ (1,378,199)	-14.1%
Revenues:							
Taxes	\$ 5,701,752	\$ 6,178,650	\$ 6,525,605	\$ 6,833,952	\$ 7,099,859	\$ 265,907	3.9%
Taxes returned to taxing authorities							
Intergovernmental							0.0%
Charges for services							0.0%
Fines & forfeitures							0.0%
Interest & other	\$ 255,406	\$ 113,290	\$ 737,760	\$ 169,748	\$ 176,489	\$ 6,741	4.0%
Transfers in							0.0%
Total Revenues	\$ 5,957,158	\$ 6,291,940	\$ 7,263,365	\$ 7,003,700	\$ 7,276,348	\$ 272,648	3.9%
Expenditures:							
Personal services	\$ 925,775	\$ 845,960	\$ 957,747	\$ 1,235,041	\$ 1,218,739	\$ (16,302)	-1.3%
Operating	\$ 455,301	\$ 512,696	\$ 369,626	\$ 754,716	\$ 616,520	\$ (138,196)	-18.3%
Capital outlay	\$ 3,828,795	\$ 3,199,245	\$ 5,777,629	\$ 6,392,142	\$ 755,750	\$ (5,636,392)	-88.2%
Debt service							0.0%
Grants to others							0.0%
Transfers out							0.0%
Total Expenditures	\$ 5,209,871	\$ 4,557,901	\$ 7,105,002	\$ 8,381,899	\$ 2,591,009	\$ (5,790,890)	-69.1%
Ending Fund Balance	\$ 14,695,306	\$ 16,429,345	\$ 16,587,708	\$ 8,421,709	\$ 13,107,048	\$ 4,685,339	55.6%
Expenditures by Department:							
Communtiy Redevelopment	\$ 4,414,201	\$ 3,658,144	\$ 6,196,042	\$ 7,096,006	\$ 1,449,875	\$ (5,646,131)	-79.6%
Police	\$ 795,670	\$ 899,757	\$ 908,960	\$ 1,285,893	\$ 1,141,134	\$ (144,759)	-11.3%
Total Expenditures	\$ 5,209,871	\$ 4,557,901	\$ 7,105,002	\$ 8,381,899	\$ 2,591,009	\$ (5,790,890)	-69.1%

EXHIBIT A
 CRA RESOLUTION #2020-03
 FY 2021 BUDGET ADOPTION

South Beach Redevelopment							
Line Item	2017 Actual	2018 Actual	2019 Actual	2020 <i>Amended</i> Budget	2021 Original Budget	\$ Change	% Change
Fund Balance carried forward from prior year	\$ 7,148,157	\$ 7,570,893	\$ 9,802,250	\$ 9,799,908	\$ 10,270,219	\$ 470,311	4.8%
Revenues:							
Taxes	\$ 3,767,176	\$ 4,131,747	\$ 4,431,388	\$ 2,426,176	\$ 2,533,448	\$ 107,272	4.4%
Taxes returned to taxing authorities			\$ (4,431,388)				
Intergovernmental							0.0%
Charges for services							0.0%
Fines & forfeitures							0.0%
Interest & other	\$ 124,775	\$ 65,203	\$ 509,018	\$ 77,361	\$ 77,361	\$ -	0.0%
Transfers in							0.0%
Total Revenues	\$ 3,891,951	\$ 4,196,950	\$ 509,018	\$ 2,503,537	\$ 2,610,809	\$ 107,272	4.3%
Expenditures:							
Personal services	\$ 66,133	\$ 51,329	\$ 64,360	\$ 80,497	\$ 119,071	\$ 38,574	47.9%
Operating	\$ 48,495	\$ 161,420	\$ 254,960	\$ 208,839	\$ 210,137	\$ 1,298	0.6%
Capital outlay	\$ 3,354,587	\$ 1,752,844	\$ 192,040	\$ 1,743,890	\$ 2,765,000		0.0%
Debt service							0.0%
Grants to others							0.0%
Transfers out							0.0%
Total Expenditures	\$ 3,469,215	\$ 1,965,593	\$ 511,360	\$ 2,033,226	\$ 3,094,208	\$ 1,060,982	52.2%
Ending Fund Balance	\$ 7,570,893	\$ 9,802,250	\$ 9,799,908	\$ 10,270,219	\$ 9,786,820	\$ (483,399)	-4.7%
Expenditures by Department:							
Communtiy Redevelopment	\$ 3,469,215	\$ 1,965,593	\$ 511,360	\$ 2,033,226	\$ 3,094,208	\$ 1,060,982	52.2%
Police							0.0%
Total Expenditures	\$ 3,469,215	\$ 1,965,593	\$ 511,360	\$ 2,033,226	\$ 3,094,208	\$ 1,060,982	52.2%

Supplemental Information - CRA Resolution #2020-03
Downtown Redevelopment TIF
Combined: Policing Program & Downtown Administration

	Actual 2017	Actual 2018	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase (Decrease)	% Change
Personal Services							
12 Salaries	638,303	542,957	622,873	798,581	798,972	391	0.0%
14 Overtime	60,411	85,409	74,217	110,000	110,000	-	0.0%
16 Special Pays	12,289	13,167	18,767	20,016	17,838	(2,178)	-10.9%
Subtotal Wages	711,003	641,533	715,857	928,597	926,810	126,994	13.7%
21 Payroll taxes	53,622	48,217	52,693	71,038	70,901	(137)	-0.2%
22 Pension	77,877	80,032	95,355	111,245	116,310	5,065	4.6%
23 Insurance benefits	83,273	76,178	93,842	126,063	104,718	(21,345)	-16.9%
Subtotal Benefits	214,771	204,427	241,890	308,346	291,929	(16,417)	-5.3%
Total Personal Services	925,775	845,960	957,747	1,236,943	1,218,739	110,577	8.9%
Operating Expenses							
31 Professional services	80,628	17,413	2,148	30,000	30,000	-	0.0%
34 Contract services	96,653	64,776	69,099	126,000	126,000	-	0.0%
40 Travel and training	3,275	7,739	3,877	9,900	9,500	(400)	-4.0%
41 Communication	1,036	9,199	10,883	7,461	7,650	189	2.5%
42 Postage	2	7	3	200	200	-	0.0%
43 Utilities	1,136	2,437	3,053	1,500	1,500	-	0.0%
44 Rental and lease	422	417	1,552	600	600	-	0.0%
46 Maintenance	229,812	341,879	209,744	346,500	346,500	-	0.0%
48 Promotional activities	1,500	3,088	-	1,500	1,500	-	0.0%
49 Other charges	8,894	5,705	5,234	20,500	20,500	-	0.0%
51 Office supplies	403	100	436	500	500	-	0.0%
52 Operating supplies	17,593	31,131	33,827	32,000	32,000	-	0.0%
54 Books, subs. & mem.	-	100	124	600	650	50	8.3%
56 Internal services	13,948	28,704	29,646	31,895	39,420	7,525	23.6%
Total Operating	455,301	512,696	369,626	609,156	616,520	7,364	1.2%
Capital Outlay							
61 Land	-	-	-	-	-	-	0.0%
62 Buildings	-	-	-	-	-	-	0.0%
63 Improvements	3,765,841	2,918,454	5,713,421	-	700,000	700,000	0.0%
64 Equipment & Vehicles	62,954	280,791	64,209	101,300	55,750	(45,550)	-45.0%
Total Capital	3,828,795	3,199,245	5,777,630	101,300	755,750	654,450	646.1%
Total Expenses	5,209,871	4,557,900	7,105,003	1,947,399	2,591,009	772,391	39.7%

Supplemental Information - CRA Resolution #2020-03

Downtown Redevelopment TIF

Downtown Policing Program

181-0903-521

	Actual 2017	Actual 2018	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase (Decrease)	% Change
<u>Personal Services</u>							
12 Salaries	492,899	452,871	486,263	680,595	619,271	(61,324)	-9.0%
14 Overtime	59,331	84,498	68,787	110,000	110,000	-	0.0%
16 Special Pays	9,331	10,901	15,783	17,040	13,080	(3,960)	-23.2%
Subtotal Wages	561,561	548,269	570,832	807,635	742,351	63,497	7.9%
21 Payroll taxes	42,612	41,417	41,733	61,784	56,790	(4,994)	-8.1%
22 Pension	69,459	70,106	83,353	97,615	94,046	(3,569)	-3.7%
23 Insurance benefits	70,288	66,478	86,969	106,109	80,747	(25,362)	-23.9%
Subtotal Benefits	182,359	178,002	212,055	265,508	231,583	(33,925)	-12.8%
Total Personal Services	743,921	726,270	782,887	1,073,143	973,934	29,572	2.8%
<u>Operating Expenses</u>							
31 Professional services	-	-	-	-	-	-	0.0%
34 Contract services	-	-	-	-	-	-	0.0%
40 Travel and training	3,076	7,109	3,877	7,500	7,500	-	0.0%
41 Communication	644	8,633	10,286	6,950	6,950	-	0.0%
42 Postage	-	-	-	-	-	-	0.0%
43 Utilities	-	1,300	1,906	-	-	-	0.0%
44 Rental and lease	-	-	1,090	-	-	-	0.0%
46 Maintenance	23,342	119,674	69,993	45,000	45,000	-	0.0%
48 Promotional activities	-	-	-	-	-	-	0.0%
49 Other charges	7,094	5,640	5,234	20,000	20,000	-	0.0%
51 Office supplies	-	-	-	-	-	-	0.0%
52 Operating supplies	17,593	31,131	33,827	32,000	32,000	-	0.0%
54 Books, subs. & mem.	-	-	-	-	-	-	0.0%
56 Internal services	-	-	-	-	-	-	0.0%
Total Operating	51,749	173,486	126,213	111,450	111,450	-	0.0%
<u>Capital Outlay</u>							
61 Land	-	-	-	-	-	-	0.0%
62 Buildings	-	-	-	-	-	-	0.0%
63 Improvements	-	-	-	-	-	-	0.0%
64 Equipment & Vehicles	62,954	280,791	64,209	101,300	55,750	(45,550)	-45.0%
Total Capital	62,954	280,791	64,209	101,300	55,750	(45,550)	-45.0%
							0.0%
							0.0%
Total Expenses	858,624	1,180,548	973,310	1,285,893	1,141,134	(15,978)	-1.2%

Supplemental Information - CRA Resolution #2020-03

Downtown Redevelopment TIF

Downtown

181-1601-515

	Actual 2017	Actual 2018	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase (Decrease)	% Change
<u>Personal Services</u>							
12 Salaries	145,404	90,086	136,611	117,986	179,701	61,715	52.3%
14 Overtime	1,080	911	5,430	-	-	-	0.0%
16 Special Pays	2,958	2,267	2,984	2,976	4,758	1,782	59.9%
Subtotal Wages	149,442	93,264	145,025	120,962	184,459	63,497	52.5%
21 Payroll taxes	11,010	6,800	10,960	9,254	14,111	4,857	52.5%
22 Pension	8,418	9,926	12,002	13,630	22,264	8,634	63.3%
23 Insurance benefits	12,984	9,700	6,873	19,954	23,971	4,017	20.1%
Subtotal Benefits	32,412	26,425	29,835	42,838	60,346	17,508	40.9%
Total Personal Services	181,854	119,689	174,860	163,800	244,805	81,005	49.5%
<u>Operating Expenses</u>							
31 Professional services	80,628	17,413	2,148	30,000	30,000	-	0.0%
34 Contract services	96,653	64,776	69,099	126,000	126,000	-	0.0%
40 Travel and training	198	630	-	2,400	2,000	(400)	-16.7%
41 Communication	392	567	597	511	700	189	37.0%
42 Postage	2	7	3	200	200	-	0.0%
43 Utilities	1,136	1,137	1,147	1,500	1,500	-	0.0%
44 Rental and lease	422	417	462	600	600	-	0.0%
46 Maintenance	206,469	222,206	139,751	301,500	301,500	-	0.0%
48 Promotional activities	1,500	3,088	-	1,500	1,500	-	0.0%
49 Other charges	1,800	64	-	500	500	-	0.0%
51 Office supplies	403	100	436	500	500	-	0.0%
52 Operating supplies	-	-	-	-	-	-	0.0%
54 Books, subs. & mem.	-	100	124	600	650	50	8.3%
56 Internal services	13,948	28,704	29,646	31,895	39,420	7,525	23.6%
Total Operating	403,552	339,210	243,413	497,706	505,070	7,364	1.5%
<u>Capital Outlay</u>							
61 Land	-	-	-	-	-	-	0.0%
62 Buildings	-	-	-	-	-	-	0.0%
63 Improvements	3,765,841	2,918,454	5,713,421	-	700,000	700,000	0.0%
64 Equipment & Vehicles	-	-	-	-	-	-	0.0%
Total Capital	3,765,841	2,918,454	5,713,421	-	700,000	700,000	0.0%
<hr/>							
Total Expenses	4,351,247	3,377,352	6,131,693	661,506	1,449,875	788,369	119.2%

Supplemental Information - CRA Resolution #2020-03

Southend Redevelopment TIF

Southend

182-1602-515

	Actual 2017	Actual 2018	Actual 2019	Original Budget 2020	Proposed Budget 2021	Increase (Decrease)	% Change
<u>Personal Services</u>							
12 Salaries	47,881	35,698	49,460	54,123	81,028	26,905	49.7%
14 Overtime	-	-	-	-	-	-	0.0%
16 Special Pays	1,968	1,389	1,829	1,824	3,606	1,782	97.7%
Subtotal Wages	49,849	37,088	51,289	55,947	84,634	28,687	51.3%
21 Payroll taxes	3,442	2,632	3,841	4,280	6,474	2,194	51.3%
22 Pension	5,159	6,084	5,798	8,354	12,042	3,688	44.1%
23 Insurance benefits	7,683	5,526	3,432	11,916	15,921	4,005	33.6%
Subtotal Benefits	16,284	14,242	13,071	24,550	34,437	9,887	40.3%
Total Personal Services	66,133	51,329	64,360	80,497	119,071	38,574	47.9%
<u>Operating Expenses</u>							
31 Professional services	93	72,100	5,124	15,000	25,000	10,000	66.7%
34 Contract services	36,954	34,280	34,527	30,000	30,000	-	0.0%
40 Travel and training	576	-	-	1,500	1,000	(500)	-33.3%
41 Communication	157	244	355	200	400	200	100.0%
42 Postage	-	-	-	-	-	-	0.0%
43 Utilities	570	571	576	700	700	-	0.0%
44 Rental and lease	286	278	310	400	400	-	0.0%
46 Maintenance	2,305	46,171	96,290	150,000	140,000	(10,000)	-6.7%
48 Promotional activities	392	18	-	400	400	-	0.0%
49 Other charges	-	-	108,042	-	-	-	0.0%
51 Office supplies	51	32	187	-	-	-	0.0%
52 Operating supplies	-	-	-	-	-	-	0.0%
54 Books, subs. & mem.	-	75	51	350	350	-	0.0%
56 Internal services	7,110	7,650	9,499	10,289	11,887	1,598	15.5%
Total Operating	48,495	161,420	254,960	208,839	210,137	1,298	0.6%
<u>Capital Outlay</u>							
61 Land	-	-	-	-	-	-	0.0%
62 Buildings	-	38,833	-	-	-	-	0.0%
63 Improvements	3,354,587	1,701,198	192,040	-	2,765,000	2,765,000	0.0%
64 Equipment & Vehicles	-	12,812	-	-	-	-	0.0%
Total Capital	3,354,587	1,752,844	192,040	-	2,765,000	2,765,000	0.0%
Total Expenses	3,469,215	1,965,593	511,360	289,336	3,094,208	2,804,872	969.4%



Memo

To: City of Jacksonville Beach Community Redevelopment Agency

From: Jacob J. Schumer; Clifford B. Shepard

Date: August 11, 2020

Re: Analysis of Downtown Redevelopment Plan, as Amended (Work Task #1)

Pursuant to Work Task #1 for the Jacksonville Beach Community Redevelopment Agency (“CRA”), we prepared the following analysis regarding the status of the CRA’s Downtown Redevelopment Plan as Amended (the “Plan”).

A Community Redevelopment Agency’s redevelopment plan is both a plan to guide future redevelopment and a legally binding document. A CRA may not spend increment revenues except pursuant to a properly adopted/amended redevelopment plan. The City adopted its first Redevelopment Plan in 1987 (the “Original Plan”). The Plan has since been amended eight times, most notably with the 2007 Vision Plan (the “Vision Plan”) and the 2015 Action Plan (the “Action Plan”). Only the first amendment directly modified the existing plan. Each of the subsequent amendments simply provided additional proposals and planning while reaffirming that the existing plan remained in effect where not in conflict with the new additions. This means that the CRA’s existing plan is actually a combination of at least nine documents, with each newer document potentially superseding portions of the previous documents. Additionally, many of the documents propose long-completed projects or describe the state of the redevelopment area in a way that is no longer accurate.

Our task was to analyze each of the documents making up the Plan and determine which portions of the Plan still guide and bind the CRA today. In addition to the analysis below, we are providing (1) a color-coded version of the Plan and its subsequent text amendments (the “Plan Documents”) showing the status of each provision (current, obsolete, ineffective), and (2) a “Simulated” Redevelopment Plan which

collects the still-effective language from the various amendments into a form that resembles a traditional Redevelopment Plan.

Summary of Conclusions

As amended, the Plan calls for the CRA to work towards the objectives of the Vision Plan, using the framework of the Original Plan, with certain specific projects authorized by the more recent Action Plan. Any new projects taken on by the CRA should serve the objectives in the Vision Plan first and, when possible, comply with the Original Plan's objectives as well.

Because the Amendments explicitly left non-conflicting portions of the plan intact, the Plan now has many areas where two largely non-conflicting provisions govern at the same time. In some cases, conflicts will not be obvious until applied to an actual project, in which case the newer provision would prevail. For example, the Land Use Map in the Original Plan calls for commercial uses on the westernmost portion of 6th Avenue North, while the Vision Plan discusses a new residential-based development somewhere along the 6th Avenue North corridor. The CRA could comply with both requirements by placing a residential development on the eastern portion of 6th Avenue North, but if that would not be possible, the Vision Plan's call for a residential development on the corridor would prevail over the Original Plan's map.

The CRA framework from the Original Plan is intact and remains effective, but the substantive proposals are no longer relevant. The language discussing the various powers of the CRA and available mechanisms of action and funding remains largely unchanged, save for specific language regarding land use and the Plan's date of termination. The redevelopment objectives are still effective but are now secondary to those in the more recent Vision Plan.

The Vision Plan provides the primary objectives which should now guide the CRA. The core values of the Vision Plan were initially stated to expire in 2014 but were reactivated by the 2015 Action Plan. The Vision Plan also provides the most recent description of the state of development in the area. While the Vision Plan's specific proposals only cover the core area of Downtown from the 1st Avenue South to 7th Avenue North, the overall objectives and other portions of the Vision Plan cover the entire Redevelopment Area.

Approach

Determining the legal status of the CRA's Redevelopment Plan presents a challenge due to the nature of such plans and how the Plan has been amended over time. A redevelopment plan is part legal framework, part planning document, part statement of policy and part budget document. And since each amendment to the Plan states that all previous language not in conflict with the amendment remains effective, this leaves the difficult task of determining whether language creates conflicts even when stated in entirely different contexts.

We have placed the language from each Plan Document into four categories: (1) effective, (2) effective with conditions, (3) obsolete, and (4) superseded.

- (1) Effective language: Language which is still active, relevant and unaffected by later amendments. For example, the language in the Original Plan describing the CRA’s powers has not been modified by later amendments and is still relevant to how the CRA operates today.
- (2) Effective with conditions: Some later amendment or other development changes how the language operates. For example, the “Redevelopment Objectives” section in the Original Plan is still effective but secondary to the objectives laid out in the more recent Vision Plan.
- (3) Obsolete language: A project, world state, or other matter which appears to be no longer relevant to the CRA. For example, many of the plan documents include budgets, estimates and predictions for years long passed. This category also includes projects which appear to have either been completed, abandoned, or taken a different form. This language may still be relevant in some situations, such as defending expenditures on the older projects.
- (4) Superseded language: Language which has been directly contradicted in some manner. For example, the 30-year period set out by the Original Plan has been repeatedly replaced with a new expiration period.

In evaluating the language of the different plan documents, we assumed that each of the Amendments were properly adopted and that each of the authorized programs were legal under Chapter 163, Part III, *Florida Statutes*.

Documents Reviewed

1. Ordinance 6950 (Ordinance Establishing a Community Redevelopment Agency)
2. Resolution No. 892 (Finding of Necessity)
3. Ordinance 7261 (Establishing TIF District)
4. Resolution Adopted 1-19-1987 (Approving Original Plan)
5. Original Plan
6. Resolution Adopted 7-16-1990 (Amendment 1, Allowing Non-Governmental Uses)
7. Resolution 1452-95 (Amendment 2, Establishing Detailed Utility Plans)
8. Resolution 1492-96 (Amendment 3)
9. Resolution 1765-07 (Amendment 4, Vision Plan)
10. Resolution 1816-09 (Amendment 5)
11. Resolution 1928-14 (Amendment 6)
12. Resolution 1929-14 (Amendment 7)
13. Resolution 1949-2015 (Amendment 8, Action Plan)

Status of Each Plan Document

Original Plan

The framework for the Original Plan remains intact, effective, and relevant to the CRA. Only one portion—regarding plan duration—has been eliminated in its entirety. The portions relating to specific projects and the present state of affairs are obsolete.

The following portions are effective and relevant in their entirety:

- Redevelopment Powers and Requirements
- Within Implementation Strategy:
 - Plan Adoption
 - Relocation Procedures
 - Demolition and Site Preparation
 - Property Disposition
 - Funding Sources
 - Plan Modification
 - Severability

The following provisions are effective with conditions, as discussed below:

- Redevelopment Objectives

The entire Redevelopment Objectives section is still active, but the objectives are now secondary to those laid out in the more recent 2007 Vision Plan.

- Land Use Plan

The Land Use Plan is depicted in Figure 4, which lays out the allowable uses for the parcels within the Redevelopment Area. Much of the description of the plan is now obsolete. Amendments 1 and 3 changed the allowable uses as to a group of parcels between Beach Boulevard and 1st Avenue North, from 3rd Street South to the beach. Additionally, aspects of the Vision Plan propose additional uses for certain areas. The remaining land use depictions in Figure 4 remain active.

- Traffic Circulation and Parking Plan

For the most part, this portion is obsolete. However, later amendments have left portions of the parking plan and traffic circulation plan intact. This includes items such as the proposed parking rates. The Vision Plan only addresses traffic circulation indirectly through project proposals. Therefore, the traffic

circulation plan in Figure 5 appears to be still relevant when not in conflict with the Vision Plan. The Parking Plan as depicted in Figure 6 appears to be obsolete and replaced by discussions in the Vision Plan.

- Property Acquisition

This portion is almost entirely effective and relevant, except for a portion which discusses properties the CRA anticipates acquiring. Those portions are obsolete.

- Funding Sources

This portion is effective, save for a discussion of anticipated changes to the federal tax code and a description of estimated tax impacts from 1986-87.

- Regulatory Actions

This portion includes effective statements of the CRA's role in development review. However, it also includes language rejecting the idea of including specific instructions on land use within the Area—this language conflicts with Amendment #3, which includes highly specific land use instructions for a specific group of parcels. Additionally, Regulatory Actions includes a reference to the City's Zoning Ordinance which is out of date.

- Redevelopment Use District Designations

This portion describes how redevelopment activities of a certain size must be designated within a Redevelopment Use District. The Plan calls for such districts to be substantially the same as PUDs under Article 14 of the City's zoning ordinance. Those descriptions have changed, as what was previously Article 14 of the ordinance is now Article VII of the Land Development Code, which describes a "Redevelopment District."

- Urban Design Guidelines

The General Guidelines within this portion are still applicable to the extent they do not conflict with the guidelines or objectives within the 2007 Vision Plan. The rest of the language appears to be obsolete.

Superseded provisions:

- Plan Duration

The Plan has been extended multiple times, most recently in 2015 with the Action Plan. The Plan Duration section simply states that the Plan shall be effective for 30 years from the "date of amendment," but since

each Amendment has specifically provided a new expiration date, this language has either been conflicted or is no longer relevant.

Remaining Portions:

The remaining portions, including any related Figures, should be considered obsolete. The great majority of the language either describes the context for creating the Plan or projects which have long been completed, modified or abandoned.

Amendment 1 (Resolution Adopted 7-16-1990, Allowing Non-Governmental Uses for Parcel)

This Amendment simply authorizes non-governmental use of certain parcels, modifying Figure 4 within the Original Plan. Amendment 3 essentially replaced this Amendment in its entirety. Because this Amendment does not add any language to the Plan, but rather directly changes a command, it is not included in the color-coded guidance document.

Amendment 2 (Resolution 1452-95, Establishing Detailed Utility Plans)

This Amendment is a detailed plan for paving, drainage, water and sewer improvements. This Amendment is entirely obsolete, as it depicts infrastructure improvements pertaining to obsolete portions of the Original Plan. Many of the design provisions have also been superseded by the Vision Plan. Because this Amendment is entirely engineering drawings of proposed improvements, it is not included in the color-coded guidance document.

Amendment 3 (Resolution 1492-96, Providing Specific Uses for Parcel)

This Amendment provides a detailed list of uses for the parcels between Beach Boulevard and 1st Avenue North and from 3rd Street South to the beach. This Amendment is still active and governs the use of those properties to the extent not in conflict with later Amendments.

Amendment 4 (Resolution 1765-07, 2007 Vision Plan)

The Vision Plan is still largely effective, as it provides the most recent statement of objectives and context description.

A Note on Active vs. Obsolete Language:

Much of the language we have categorized below as active could be considered obsolete. For example, there is significant discussion on expectations regarding certain projects, as well as how GAI came to certain conclusions and recommendations. For projects which have been carried over into the Action Plan,

we have categorized this language as “active” because (1) the Vision Plan provides the most recent discussion of context and factual basis for the projects within the Redevelopment Area, (2) such language is typically present in Redevelopment Plans until replaced with a new plan, and (3) the Action Plan relies on the Vision Plan as context for its Projects. Portions which contain such language are marked below by a star.

The following portions are still effective in their entirety:

- Why a Vision Plan?*
- The Process*
- Next Steps*
- Guiding Principles
- Description of Illustrative Proposals
- Urban Design Strategies for Downtown Jacksonville Beach*
- Within the Downtown Capital Improvement Program Fiscal Years 2008-2014:
 - Introduction*
 - Stormwater Collection System*
 - Potable Water Distribution System*
 - Sanitary Sewer Conveyance System*
 - Parking and Roadway Considerations*
 - Cost Programming and Phasing
 - Vision Plan Recommendations
- Within the Downtown Community Assisted Policing Effort¹:
 - Background*
 - Public Safety/DT CAPE
 - Addition of Personnel
 - Goals and Objectives of the Downtown CAPE Program

The following provisions are partially effective and relevant, as discussed below:

- Community Core Values

¹ Since Amendment 7 added this Section directly to the Vision Plan, we are treating the Section as part of the Vision Plan.

The only language from this section that is no longer effective is the language that would have made this section no longer effective. The parenthetical statement that the values will serve as the foundation for redevelopment activities only through the planning period should be considered directly conflicted by the Action Plan, which incorporated the Vision Plan's values.

- Within the Downtown Capital Improvement Program Fiscal Years 2008-2014:
 - Downtown Redevelopment Area Infrastructure Improvements Study

Like other language above, much of this language is considered active because it serves as context for the projects laid out by the Action Plan. For the most part, the description of the project phasing and costs is either obsolete or has been modified by the Action Plan. However, the Action Plan includes no discussion of Phases 4, 5A and 5B, and thus these cost estimates are still effective.

- Downtown Community Assisted Policing Effort
 - Preliminary Funding Estimate for the Expanded Program

This portion is partially active because it includes expectations of recurring costs which should still be active, but also includes expectations of one-time costs which are now obsolete.

The following provisions are obsolete:

- Wastewater Treatment Plant (WWTP) Improvements²
- Pending Projects
- Within the Downtown Community Assisted Policing Effort:
 - Five-Year Capital Plan

Amendment 5 (Resolution 1816-09, Wastewater Treatment Plant Improvements)

The entirety of this amendment involves the construction of a new wastewater treatment plant. Because the Amendment expressly adds itself into the Vision Plan, this Amendment has been addressed within the Vision Plan discussion above.

² Since Amendment 5 added this Section directly to the Vision Plan, it is being treated here as part of that Plan. This portion is obsolete as it pertains only to the construction of the Plant, which has been completed per discussion with Bill Mann.

Amendment 6 (Resolution 1928-2014, 2014 TIF Appropriation)

This Amendment is entirely active, though would be obsolete if all appropriated funds have been expended. This Amendment is a detailed description of the TIF Appropriation to specific capital improvements described within the Downtown Vision Plan. Since this Amendment is an appropriation rather than cost estimation, the Action Plan's updated cost amounts do not affect the validity of this appropriation.

Amendment 7 (Resolution 1929-14, Downtown CAPE)

The entirety of this amendment involves the creation of the Downtown CAPE community policing effort. Because the Amendment expressly adds itself into the Vision Plan, we have addressed this Amendment within the Vision Plan discussion above.

Amendment 8 (Resolution 1949-2015, Action Plan)

As the most recent Amendment, this amendment is entirely active and relevant.



Color-Coded Plan Language

To: City of Jacksonville Beach Community Redevelopment Agency

From: Jacob J. Schumer; Clifford B. Shepard

Date: August 11, 2020

Re: Analysis of Downtown Redevelopment Plan, as Amended (Work Task #1)

To help understand our conclusions, see below for a color-coded analysis of the written provisions of each Plan Document. Amendments 1 and 2 are not included in this document for reasons discussed in the Summary accompanying this document.

Green coloring represents active, effective language which would appear if the Plan were a single document.

Blue coloring represents language which is effective, with conditions. This applies when a later document or development changes how the language works. For example, the “Redevelopment Objectives” section in the Original Plan is still effective but secondary to the objectives laid out in the Vision Plan.

Grey coloring represents obsolete language. This language describes a project, world state, or other matter which appears to be no longer relevant to the CRA. For example, many of the plan documents include budgets, estimates and predictions for years which have long passed. This language may still be relevant in some situations, such as defending expenditures on the older projects.

Red coloring represents superseded language. This language has been directly contradicted by a Plan Document or the City’s code.

Table of Contents

Jacksonville Beach Community Redevelopment Plan.....	1
OVERVIEW OF THE COMMUNITY REDEVELOPMENT PLAN.....	1
THE REDEVELOPMENT PLAN CONCEPT.....	4
THE COMMUNITY REDEVELOPMENT PLAN.....	9
Res. No. 1492-96 (Amendment 3, Land Uses for Specific Parcel)	33
Res. No. 1765-07 (Amendment 4, Downtown Vision Plan).....	35
WHY A VISION PLAN?	35
THE PROCESS.....	35
NEXT STEPS.....	35
COMMUNITY CORE VALUES	36
GUIDING PRINCIPLES.....	36
DESCRIPTION OF ILLUSTRATIVE PROPOSALS.....	38
URBAN DESIGN STRATEGIES FOR DOWNTOWN JACKSONVILLE BEACH.....	40
DOWNTOWN CAPITAL IMPROVEMENT PROGRAM FISCAL YEARS 2008-2014.....	45
Wastewater Treatment Plant (WWTP) Improvements (Amendment 5).....	52
DOWNTOWN CAPE (Amendment 7)	58
Res. 1928-2014 (Amendment 6, September 2014 TIF Appropriation).....	66
Res. 1949-2015 (Amendment 8, 2015 Action plan)	69

JACKSONVILLE BEACH

COMMUNITY REDEVELOPMENT PLAN

OVERVIEW OF THE COMMUNITY REDEVELOPMENT PLAN

THE NEED FOR AND PURPOSE OF THE COMMUNITY REDEVELOPMENT PLAN

Introduction

This document has been prepared in accordance with Florida Statutes Chapter 163 Part III, under the direction of the Jacksonville Beach Community Redevelopment Agency. The preparation of the Community Redevelopment Plan was preceded by a Finding of Necessity adopted by City Council resolution on September 19, 1977. The original Finding of Necessity was amended by resolutions on July 16, 1979 and on September 17, 1984, for the purpose of modifying the boundaries of the Community Redevelopment Area. Several detailed studies have been prepared to document the conditions which demonstrate the need for redevelopment. The Community Redevelopment Area is depicted graphically in Figure 1 and the boundaries of the Community Redevelopment Area are described by legal description in the Appendix. City of Jacksonville Beach Ordinance 6950, adopted on March 20, 1978, established the Community Redevelopment Agency in accordance with Florida Statute 163.356.

This Community Redevelopment Plan is the culmination of a planning process which included detailed analyses of existing conditions, market potentials and public concerns. Several alternative concepts have been developed, evaluated and presented for public input. Background information gathered during the planning process was documented in a May 1986 report on the Phase I Inventory and Analysis and the Phase II Alternative Concepts. Detailed background data on the market study conducted for this plan is contained in a memorandum report dated June 1986.

Redevelopment Powers and Requirements

The Community Redevelopment Act of 1969, Florida Statute 163, Part III as amended, in recognition of the need to prevent and eliminate conditions of slum and blight, confers upon counties and municipalities the authority and powers necessary to carry out redevelopment activity. While many of the powers necessary to carry out redevelopment activities are assigned to the Community Redevelopment Agency, certain other powers are retained by the governing body, the Jacksonville Beach City Council. These powers are summarized and paraphrased as follows:

- o The power to determine an area to be a slum or blighted area and to designate such an area as appropriate for community redevelopment.
- o The power to grant final approval to community redevelopment plans and modifications thereof.
- o The power to authorize the issuance of revenue bonds.
- o The power to approve the acquisition, demolition, removal or disposal of property and the power to assume the responsibility to bear loss.

Other powers made available to community redevelopment agencies and/or governing bodies include, but are not limited to the following:

- o The power to acquire by eminent domain property deemed necessary for community redevelopment.
- o The power to construct improvements necessary to carry out community redevelopment objectives.
- o The power to dispose of property acquired in the community redevelopment area at its fair value for uses in accordance with the plan.
- o The power to carry out programs of repair and rehabilitation.
- o The power to plan for and assist in the relocation of persons and businesses displaced from a community redevelopment area.
- o The power to establish a redevelopment trust fund to receive tax increment revenues to fund redevelopment activities.
- o The power to issue redevelopment revenue bonds for the purpose of financing redevelopment activities.

All of the above-referenced powers and others provided by Part III, Chapter 163 may be required to carry out the intent of this Community Redevelopment Plan, and future modifications thereof.

The Need for Redevelopment

As depicted in Figure 2, the Jacksonville Beach Community Redevelopment Area is geographically well situated within a growing region. J. Turner Butler Boulevard has greatly improved access to Jacksonville and to the growing Southpoint/Deerwood center of office employment. Several miles to the south is a large concentration of luxury residential and resort dwellings in the Ponte Vedra/Sawgrass area. A few miles to the west the new Mayo Clinic is becoming an important regional medical facility.

Several miles to the north the Mayport Naval Complex continues to grow and provide employment opportunities to area residents.

In spite of all these positive signs, economic and physical conditions in the Community Redevelopment Area have continued to worsen. Less than one-third of the existing buildings in the Community Redevelopment Area are ranked as “sound”. Other factors on which the prior “findings of necessity” were based include excessive diversity of ownership and poor lot layouts.

In spite of a strong regional economic outlook the present conditions in the Community Redevelopment Area are such as to continue to discourage and constrain private investment in rehabilitation and redevelopment. Because the private sector alone cannot remove these constraints, the City of Jacksonville Beach must take a strong lead role in removing the constraints to private investment.

Redevelopment Objectives

Redevelopment objectives for the Jacksonville Beach Community Redevelopment Area have been derived from adopted planning studies as well as from interviews with public officials, property owners and residents. A particular emphasis of the objectives is to achieve consistency with the adopted City of Jacksonville Beach Comprehensive Plan.

General Objectives

- Eliminate the conditions of blight and prevent the spread of blighting conditions.
- Utilize selected public actions to stimulate and encourage private investment in redevelopment and rehabilitation activities.
- Encourage the core downtown area to develop as the center for cultural, entertainment and community activities within the City.
- Provide for reasonable plan flexibility in accommodating unforeseen private sector initiatives and future economic trends, consistent with these redevelopment objectives.

Economic Objectives

- Increase the tax base in the Community Redevelopment Area to assist in financing public actions to support redevelopment.
- Encourage the re-creation of a compact mixed-use code area, oriented to recreation, entertainment, specialty retail, tourism and housing.

Land Use Objectives

- Encourage the development of a mix of activities in the core area including residential, retail, hotel and office.
- Stabilize and enhance the predominantly residential portions of the redevelopment area through infill development and rehabilitation activity.

- Provide guidance to moderate building heights in the core oceanfront area and residential densities elsewhere in the community redevelopment area.
- Expand and enhance useable open space in the community redevelopment area to support and encourage greater pedestrian activity.
- Control the amount of land zoned for commercial use to stabilize predominantly residential areas and concentrate commercial activity in the core area.

Circulation and Parking Objectives

- Promote greater pedestrian circulation in the core area particularly along 1st Street and the Boardwalk.
- Maintain the existing street pattern with improvements as necessary to accommodate new development.
- Provide for seasonal adjustments in the core area circulation system to reduce vehicular through-traffic and increase pedestrian circulation.
- Provide incentives for the utilization of a shared public-private parking system.
- Maintain a reasonable supply of parking to serve beach visitors.

Utility Objectives

- Provide for the orderly replacement or expansion of water, sewer and drainage systems.

Urban Design Objectives

- Promote standards of high quality in the new development and rehabilitation consistent with the desired image of Jacksonville Beach.
- Create an exemplary public environment consisting of streets, pedestrian walks, plazas and open spaces.
- Promote compatibility and integration among public and private developments.

THE REDEVELOPMENT PLAN CONCEPT

Existing Conditions Summary

To establish an inventory of existing conditions in the Community Redevelopment Area the following variables were analyzed: land use and functional areas, redevelopment trends, building conditions, development regulations, urban design framework, traffic circulation, parking and utilities. As a complement of the existing conditions analysis, a detailed market analysis for the Community Redevelopment Area was conducted. From this inventory and analysis the key conclusions were:

1. The area between 1st and 5th Avenues North, and between 3rd Street and the boardwalk contain the greatest concentration of physical problems. These problems include vacant land and buildings and poor building conditions.
2. While this “core area”, described above, exhibits the greatest concentration of physical problems, it is also considered to provide the best opportunities for redevelopment activities due to its central location, accessibility and proximity to the existing civic and governmental functions.
3. Existing stormwater drainage systems will likely require substantial improvement to accommodate major new development.
4. Existing sewer and water systems, with planned improvements, will likely accommodate the proposed magnitude of future development.

Market Summary

The market analysis prepared as part of this plan includes an evaluation of Jacksonville Beach’s relative position in the regional market. Also included is an evaluation of development potentials for specific uses considered appropriate for the redevelopment area. The following are the key conclusions regarding the market potentials in the Community Redevelopment Area over the next ten years.

1. The phased development of a specialty retail center of up to 70,000 square feet can be supported provided that proper tenant mix and promotional activities are maintained.
2. To support the specialty retail center an oceanfront bandshell amphitheater should be incorporated. Adequate support may exist to support a specialized attraction such as a mini-aquarium. However, incorporation of such a facility is contingent upon financial feasibility.
3. There exists a potential for absorbing 30 to 50 residential units per year, oriented to smaller, younger households.
4. Office development of approximately 250 rooms in the core area is highly desirable as an activity generator. However, market support may be weak in the near term future.

Plan Concept

The Community Redevelopment Plan, described in detail in the following chapters, has been prepared in accordance with the preceding objectives for the development and revitalization of the Community Redevelopment Area. Four specific alternative concepts for redevelopment have been considered.

All of the concepts had in common the following “givens”.

1. The redevelopment plan should focus efforts on recreating a balanced, mixed-use activity center in the core of downtown, generally from 1st Avenue South to 5th Avenue North, between 3rd Street and the oceanfront.
2. The land use mix in the core area should include the following:
 - Low-mid rise residential development.
 - Specialty retail development oriented largely to restaurants and entertainment.
 - Office development oriented largely to local-serving professionals.
 - A new first rate hotel.
 - New amenities and attractions including an oceanfront bandshell, rehabilitated boardwalk, and plazas at oceanfront streetends.
3. The redevelopment effort should focus specifically and primarily upon the results which can be achieved over the next five to ten years.

As depicted in Figure 3, the Plan Concept envisions the creation of a new downtown Jacksonville Beach, incorporating the best of the old and the new. Key components of this vision of the future include the following:

Beachwalk

The beachwalk is conceived as the element which links together the various development components comprising the revitalized core area.

Extending initially from 1st Avenue South to 5th Avenue North the beachwalk will be re-created as a major “linear park” and as an attraction for family entertainment. Contributing to the attraction of the beachwalk is the bandshell amphitheater proposed at the eastern terminus of 1st Avenue North. Elsewhere along the beachwalk special plazas will be developed at the major streetends including Beach Boulevard, 3rd Avenue North and 4th Avenue North.

Specialty Retail Village

In order to draw local residents as well as tourists to a revitalized downtown core, a specialty retail village is proposed. Composed largely of restaurants and entertainment activities, the specialty retail village will be the foundation for day, night-time and year around activity. The term “village” reflects the design intent for the center. Composed of a cluster of small, primarily one-story buildings, the village will reflect the scale and image of “old” Jacksonville Beach.

Extending from the American Red Cross Volunteer Lifesaving Corps station on the south to 3rd Avenue North, the village will have as its centerpiece the proposed bandshell amphitheater. Included in this area is the existing City-owned Crab Pot Restaurant. Although the use of this building is entirely consistent with the specialty center concept, the building itself may be

inappropriate for a well planned and integrated village concept. As an option, a special attraction such as an aquarium may be incorporated into the specialty center village, subject to the economic feasibility.

Retail Rehabilitation

Located near the corner of 1st Avenue North and 1st Street is a cluster of commercial buildings which represent the last visible evidence of what downtown Jacksonville Beach once was. These buildings remain sound as evidence of the perseverance of their owners. The plan calls for these buildings to remain and be rehabilitated in a style consistent with their original construction and design.

Residential Village

Proposed immediately north of the specialty retail village is a residential village extending from 2nd Avenue North to 5th Avenue North, east of 2nd Street. Within this area approximately 200-322 residential dwellings can be accommodated. The intent is to re-create a stable resident population in the heart of downtown. Unlike the luxury high-rise condominiums which have been built elsewhere along the oceanfront, the residential village is low to mid-rise in scale. Its units will be moderate in price and in size so as to appeal to a younger, less well-to-do, segment of the population.

Hotel Development

In order to enhance the appeal of the core area to tourists a new modern oceanfront hotel is conceived as the southern “anchor” of activity along the beachwalk.

Proximity to the specialty retail village and to the Flag Pavilion are particularly important factors in determining the optimum location. Therefore, the concept calls for a hotel on the oceanfront between Beach Boulevard and 1st Avenue South.

Immediately to the west, parking to serve the hotel can be provided.

Although the market survey did not indicate strong support for such a hotel at present, such a hotel remains very important in the realization of the optimum balance of activity in the downtown core. At the proposed location the hotel will be the “southern anchor” of activity along the beachwalk, terminating in a major plaza at the end of the Beach Boulevard. Similarly, the hotel is located so as to support a greater level of activity at the underutilized Flag Pavilion.

Office Commercial Core

A modest concentration of office use is proposed to complement the residential and retail development. The two blocks facing 3rd Street between 2nd Avenue North and 4th Avenue North are proposed for a low mid-rise cluster of office development oriented largely to local-serving professionals such as physicians, attorneys and accountants. Because such development has already been proposed for this location, direct City action to leverage such development may not be a high priority immediately.

Parking and Traffic Circulation

The proposed redevelopment of the downtown oceanfront core will displace a significant amount of public parking serving beach visitors. Specifically, the oceanfront parking lot at 1st Avenue North and parking at streetends will be eliminated. At the same time, the development of the specialty retail village and the bandshell amphitheater will increase the demand for parking in the core area.

To meet this increased demand and to replace oceanfront parking eliminated by redevelopment, two shared parking structures are proposed. One such structure will be located over the existing parking lot just north of the Flag Pavilion. This facility will jointly serve the Flag Pavilion, retail village, and bandshell amphitheater in addition to accommodating beach visitors. A second garage is proposed to be located one block to the north, spanning 2nd Avenue North, just east of 2nd Street. Included in this proposed site is the existing city-owned parking lot at the southeast corner of 2nd Avenue North and 2nd Street. This facility will serve the residential village as well as the retail village.

The level of traffic generated by the proposed redevelopment is not so great as to require major street widenings or intersection improvements. Rather, certain operational improvements are proposed to facilitate traffic flow within the existing street system. This involves the designation of certain streets for one-way traffic. Beach Boulevard and 1st Avenue North are proposed as a one-way pair with traffic eastbound on Beach Boulevard and westbound on 1st Avenue North. While 2nd Avenue North and 4th Avenue North remain two-way, 3rd Avenue North and 5th Avenue North will be pair with traffic eastbound on 3rd Avenue North and westbound on 5th Avenue North.

First Street is also proposed for one-way (northbound) traffic in order to eliminate the turning movements and other conflicts currently experienced during the peak season. In addition, a portion of 1st Street may be closed entirely to vehicles during the peak summer season to accommodate a predominantly pedestrian orientation.

The Concept Plan described above does not ignore the problems and issues facing other portions of the Community Redevelopment Area. Rather, it seeks to focus immediate attention and actions upon both the most pressing problems and the most immediate opportunities. The concept is

visionary in that it seeks to establish a new standard of development and, indeed, to re-establish the downtown oceanfront as the city's center. More importantly, however, the concept is do-able. Over the next five to ten years the realization of this concept will have achieved the following:

- A large proportion of the blighted conditions within the Community Redevelopment Area will have been eliminated.
- A “critical mass” of activity will have been created so as to sustain further growth and development elsewhere within the Community Redevelopment Area.
- A new environment, community image and pride will have been established so as to guide additional redevelopment initiatives.

THE COMMUNITY REDEVELOPMENT PLAN

LAND USE PLAN

The Land Use Plan depicted in Figure 4, is consistent with the Redevelopment Objectives and with the City's current Comprehensive Plan. No significant changes in existing zoning are necessary to accomplish the intent of the Land Use Plan.

Within the “core area” extending from 1st Avenue South to 5th Avenue North, four principal land use designations are proposed. Surrounding the government uses, including the Flag Pavilion and City Hall, commercial uses extend along 1st Avenue North, 1st Street and Beach Boulevard. Included within this designation is the proposed specialty retail village, the existing commercial uses along 1st Avenue North and the proposed hotel and ancillary commercial uses south of Beach Boulevard. Office commercial uses are designated for the three blocks from 1st Avenue North to 4th Avenue North, between 3rd Street and 2nd Street. Consisting of the existing bank, medical offices and the proposed additional 50,000 square feet of professional office, these blocks will become downtown's office core. Located east of 2nd Street and north of the retail village is a mixed-use residential/commercial zone. Although the predominant use in this area will be the proposed residential village, some limited ground floor retail in this area should be permitted.

To the south of 1st Avenue South the proposed land use pattern reflects current conditions and trends as well as current policies. Between 2nd Street and the oceanfront, residential will remain the predominant use. Because of the weak market for new high density residential and hotel development no significant land use changes are expected in this area. However, infill residential development as well as residential rehabilitation is to be encouraged in this area. Between 3rd Street and 2nd Street a commercial designation is proposed to remain in effect, reflecting the current pattern of strip commercial along 3rd Street.

To the north of 5th Avenue North a mixed-use residential/commercial district is proposed to extend up to 9th Avenue North, east of 2nd Street. Between 3rd Street and 2nd Street a commercial use designation extends from the office commercial designation at 4th Avenue North to the limits of the Community Redevelopment Area at 9th Avenue North.

Although the Land Use Plan does not propose a dramatic restructuring of prior land use policies, such policies should be reviewed in depth during the process of revising the City's Comprehensive Plan.

Policy options which should be given careful consideration include the following.

1. Consider reducing the depth of commercial development along 3rd Street to stabilize existing residential development along the west side of 2nd Street.
2. Consider reducing the commercial use designations which currently extend from 2nd Avenue South to 9th Avenue North between 3rd Street and the oceanfront.
3. Consider eliminating conditional non-residential uses in areas currently designated for residential multi-family.

TRAFFIC CIRCULATION AND PARKING PLAN

Traffic Circulation

A traffic circulation plan has been developed to optimize access to the individual plan component land uses as well as to increase the efficiency of the critical intersections within the project area. As indicated in Figure 5, the basis of the circulation plan is the development of a double counter clockwise one way traffic flow plan. This plan involves the one way designation of Beach Boulevard from Third Street eastbound to First Street, thence northbound on 1st Street to 1st Avenue North, thence westbound on First Avenue North back to Third Street. The other recommended one way configuration involves 3rd Avenue North from Third Street eastbound to 1st Street, thence northbound on 1st Street to 5th Avenue North back to Third Street. Second Street would maintain a two way traffic flow as would 2nd and 4th Avenues North.

The section of 1st Street from 1st Avenue North to 3rd Avenue North could remain closed on a seasonal basis. The rerouting of through traffic on 1st Street could negotiate a one block offset over to 2nd Street during peak season closure of 1st Street. Since the one-way flow proposed for 1st Street is northbound on both sides of the street closure section, the opening of the section of 1st Street from 1st Avenue North to 3rd Avenue North could be accomplished without significant difficulties related to traffic operations. The opening of this street section could be accomplished with only minor traffic signing changes required in order to regulate the movement of traffic in a proper manner.

A significant benefit of this traffic circulation plan relates to the efficiency gained at key intersections throughout the project area. As an example, the intersection of Beach Boulevard and 3rd Street currently operates near capacity during peak traffic periods. By eliminating the movement of vehicles into the intersection from the east, additional capacity will be gained at this intersection for the purpose of the major traffic movements associated with 3rd Street and the west approach of Beach Boulevard to the intersection. Other intersections will benefit from the elimination of certain turning movements effected by the one-way traffic movement pattern. In order to implement the proposed one-way circulation system modifications to existing traffic signals must be made throughout the core area.

Parking

An integral part of the necessary infrastructure for the proposed redevelopment area is the provision of adequate parking to serve existing and proposed new uses.

At present the City of Jacksonville Beach maintains a sizeable inventory of public parking on the lots adjacent to the Flag Pavilion, on the oceanfront at 1st Avenue North at the corner of 2nd Street and 2nd Avenue North, in addition to on-street parking at oceanfront street ends. The redevelopment concept calls for the elimination of the oceanfront parking lot as well as the street-end parking at 2nd, 3rd and 4th Avenues North. This net “loss” amounts to approximately 168 spaces. This parking at present, serves beach visitors. It is the policy that all such public parking serving beach visitors, which is eliminated in the redevelopment process, shall be replaced such that there is no net loss of parking available to beach visitors.

The first step in evaluating the parking needs associated with the redevelopment effort is to determine the appropriate parking ratios for each component land use. Data on parking utilization compiled by the Institute of Transportation Engineers was used to evaluate the adequacy of the parking ratios currently required by the zoning ordinance. For all uses except residential the parking ratios mandated at present by zoning were found to be consistent with actual peak parking demand. For residential use, data indicates an average peak weekday parking rate of 0.95 occupied spaces per unit with a maximum rate of 1.67 spaces per unit. Thus, it appears that the current requirement of 2.25 spaces per unit may be excessive, particularly for small unit multi-family development where joint use shared parking may be available. It is proposed that the current requirement be reduced to 2.0 spaces, subject, however, to modification and negotiation with prospective developers. Table 1 indicates existing and proposed parking rates.

TABLE 1. PROPOSED PARKING RATES

<u>Land Use</u>	<u>Existing Parking Ratio</u>	<u>Proposed Parking Ratio</u>
Specialty Retail	4 spaces/1000 GSF	4 spaces/1000 GSF
Multi Family	2.25 spaces/DU	2.0 spaces/DU
Bandshell	1 space/3 “seats”	1 space/3 “seats”
Office	1 space/300 GSF	1 space/300 GSF
Attraction	1 space/200 GSF	1 space/200 GSF

Source: England Thims & Miller

Because of site constraints and the desire to eliminate surface parking along valuable oceanfront, parking to serve the specialty retail village and the bandshell amphitheater must be provided off site, west of 1st Street. At the recommended parking ratios, an additional 446 spaces would be needed to serve the retail and bandshell. In addition there exists a need to replace the existing 168 oceanfront parking spaces which would be removed by the redevelopment. To accommodate this level of parking at grade nearly 5 acres of land would be consumed in the core area. Thus, the concept of shared parking garages is proposed as a viable alternative to large expanses of surface parking. As depicted on Figure 7, two parking structures are proposed. One is located on the existing parking lot north of the Flag Pavilion. The other is located one block to the north and spans 2nd Avenue North from the existing surface lot at 2nd Street. A total of 165 spaces are currently existing at these locations and are programmed to remain.

As depicted in Table 2 the need for structured parking totals over 800 spaces. Included is the parking to serve residential development on Block 32. While this amount of parking could conceivably be provided at only one of the proposed locations, the result would be a garage of 8 or more stories dwarfing the scale of downtown. Thus, as depicted in Figure 6, two moderate-scaled garages are proposed for sites “A and B”, providing approximately 780 spaces to serve the first phase of redevelopment. In addition, the existing surface lot adjacent to the Crab Pot Restaurant is proposed to be expanded from 28 to 40 parking spaces.

In anticipation of the parking needs associated with the second phase of redevelopment, the parking garage at site “A” should be designed to be vertically expandable to accommodate a portion of the parking necessary to serve the office development to the west of 2nd Street. Two options are available to serve the parking needs of the proposed hotel. One option is to utilize the half block between 1st Street and 2nd Street facing Beach Boulevard. A second option is to utilize a joint use garage on the site of the existing lot just south of the Flag Pavilion.

TABLE 2. SHARED PARKING DEMAND

<u>Land Use</u>	<u>Size</u>	<u>Ratio</u>	<u>Demand</u>
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Specialty Retail	40,000-70,000 s.f. ¹	4/1000	160-280
Residential	26-33 units ²	1.67/DU	43-55
Bandshell	500 seats ³	1/3 seats	166
Replacement	333 spaces ⁴	1 to 1	333
TOTAL			757-834 spaces

Source: WRT

PRIVATE DEVELOPMENT PROGRAM

The recommended program of private development is derived directly from the study of market demand. The private development program anticipates four specific private development initiatives over the next ten years divided into two distinct phases. In Phase I, extending from 1987 to 1992, primary emphasis is placed upon initiating, through public action, the development of a residential village and a specialty retail village. The two additional types of private development; a hotel and additional office development are anticipated to be initiated by public sector actions during the Phase II period of 1992-1997. However, it is entirely possible that such development may be initiated by private initiatives during the Phase I period. Redevelopment efforts during Phase III, beyond 1997 will be aimed at increased residential development and revitalization to the north and to the south of the core area. Figure 7 depicts a conceptual site plan for the proposed private development and Figure 8 indicates proposed phasing. The Site Plan depicted in Figure 7 is illustrative of the intended character and should not preclude variations in building sizes, locations and site arrangements.

Residential Village

Residential redevelopment is proposed north of 2nd Avenue North and east of 2nd Street on blocks 32, 41, 42, 51 and 52. Absorption is estimated at 30 to 50 units per year. The market orientation of the proposed development is toward young professionals and first-time buyers interested in an active, fun, in-town environment. As a result, the units will be relatively small one and two bedroom units ranging from 800 to 1200 square feet.

¹ Not including an "attraction"

² Block 32 only; residential parking on blocks 41, 42, 51 and 52 will be accommodated on-site.

³ Assumed average occupancy.

⁴ Includes existing lots north of Flag Pavilion and at 2nd Street and 2nd Avenue North.

The need for a low-density image is crucial to successfully attracting this market. Ideally the densities should be in the 15 to 20 units per acre range, with a total of up to 200 units. However, depending on actual land acquisition costs it may be necessary that the development accommodate up to 322 units at the density range of 25 to 40 units per acre in order to maintain prices in the \$60,000 to \$125,000 range. Maximum building heights along the oceanfront are proposed at four stories stepping up to a maximum of six stories west of 2nd street.

Specialty Retail Village

A specialty retail development is the second component of Phase I private development. Located between 1st Street and the oceanfront on blocks 31, 21 and the publicly-owned land to the south, a center of 40,000 to 70,000 square feet is proposed. Of this total size approximately 30,000 square feet is to be devoted to food and beverage services, with the remainder in shops specializing in gifts, apparel and unique merchandise. Lease rates are anticipated in the \$12-\$25 per square foot range for retail, \$10-\$15 per square foot for restaurants and \$15-\$30 per square foot for fast-food establishments.

Three closely related factors will contribute to the ultimate success of the specialty retail village: careful tenant mix, unique design and the promotion of special entertainment events at the proposed bandshell amphitheater. Unlike other types of retail centers, patrons will be drawn to the specialty retail village to be entertained rather than to make major consumer purchases. Thus, major restaurants are considered the “anchor tenants”.

The design concept is for a cluster of individual, but connected, one and two story buildings. Pedestrian circulation will be accommodated along the beachwalk, 1st Street and along a meandering promenade at the mid point between the beachwalk and 1st Street. It is important that the village be designed with the prospective consumer in mind. Because of its oceanfront location many patrons are likely to be dressed in very casual attire. Walk-up, fast food outlets may be oriented to the beachwalk, while specialty shops may be located along 1st Street. The need for an informal setting mandates that circulation be accommodated without a central, air conditioned mall space.

Depending on private developer response, the project may be constructed in two increments, the first of which should be no less than 40,000 square feet.

Because the specialty retail village is largely entertainment oriented, it is helpful to incorporate other related attractions into the concept. As the centerpiece of the specialty retail village, an oceanfront bandshell/amphitheater is proposed. In addition a specialty attraction such as a mini-

aquarium is highly desirable. However, projected market support for such an attraction may be insufficient to support the necessary investment. Thus, private developers should be encouraged, but not required, to incorporate such an additional attraction.

Office Development

An office development of approximately 50,000 square feet is proposed for blocks 33 and 43. The target markets for this development consist of local-serving professionals, whose space needs are generally under 5,000 square feet. Although the proposed development will not make the Community Redevelopment Area a major office concentration, this small increment of office will complement the proposed residential and retail developments.

Absorption is estimated at 5,000 to 10,000 square feet per year with lease rates ranging from \$12 to \$13 per square foot. It is recommended that the office development be accommodated in increments of approximately 10,000 square feet in low-rise buildings of up to four stories.

Hotel Development

Even though the development of a first class 250 room hotel in the core area is highly desirable, several factors combine to raise into question the market feasibility of such a hotel in the immediate future. Hotel occupancy rates among area hotels are averaging in the low 60 percent range at present. This relatively low present utilization may be exacerbated by the proposed addition of approximately 1,000 hotel rooms in the region over the next several years. Thus, it is not recommended that direct public actions be aimed at securing a new hotel over the next five years. However, the Community Redevelopment Agency should be prepared to assist legitimate private sector initiatives in the development of the proposed hotel.

With the successful completion of the specialty retail village and the residential village, the outlook for a new hotel may improve after 1992. In anticipation of such an improved market condition a future hotel site has been designated for the oceanfront block just south of Beach Boulevard.

TABLE 3. PRIVATE DEVELOPMENT PROGRAM

<u>Type</u>	<u>Size</u>	<u>Phase</u>	<u>Maximum Building Height</u>
Residential Village	200-322 Units	I = 1987-92	4-6 stories
Specialty Retail Village	40-70,000 s.f.	I = 1987-92	2 stories
Office	50,000 s.f.	I or II 1987*-97	4 stories
Hotel	250-rooms	I or II 1987*-97	15 stories

*Note: Hotel and office development may be initiated by private interests in Phase I or by CRA initiative in Phase II.

Phase III Development Potential

The market study prepared as a basis for the Community Redevelopment Plan estimates the probable level of new development which can be supported over the next ten years. Market projections beyond ten years are highly speculative in nature and are unreliable as a basis for a redevelopment plan. Thus, the Private Development Program on Table 3 indicates that amount and type of development which can reasonably be expected to occur over the next ten years. The magnitude of this market is not nearly sufficient to support redevelopment throughout the Community Redevelopment Area. As a result there exists a need to concentrate the limited residential, retail, office and hotel development at a location where it has the best chance of success, where it is the most needed to eliminate blight, and where it will have the greatest long term positive effects.

This is not to suggest that investment or redevelopment activity is discouraged south of 1st Avenue South or north of 5th Avenue North. However, such activity is likely to be in the form of renovations and small infill redevelopment projects involving primarily moderate density residential uses. The completion of the redevelopment of the core area approximately ten years from now can be expected to dramatically alter the real estate market and create opportunities for revitalization and redevelopment in the peripheral areas which are not presently foreseeable. At such time revisions to the market study and the redevelopment plan should be made to target specific projects outside the core area.

PUBLIC DEVELOPMENT PROGRAM

Whereas the private development program described the probable market for new development, the public development program describes actions which should be pursued to stimulate and support the anticipated level of private investment. Certain of the actions described below are aimed at a specific private market response. These include land acquisition and assembly necessary to make available specific redevelopment sites. Other actions such as traffic circulation and streetscape improvements have indirect effects on securing private investment by upgrading the surrounding environment.

Land Acquisition and Disposition

One principal reason for the lack of redevelopment activity in the core area is the difficulty, cost and time associated to assemble properties of sufficient size. In order to secure the proposed development of the specialty retail village and the residential village, the proposed sites must be made available to prospective developers. This may require the Community Redevelopment Agency to purchase and clear some or all of the properties on blocks 21, 31, 32, 41, 42, 51, and 52. In addition, the Community Redevelopment Agency must be prepared to remove all existing structures and assist in relocating existing businesses prior to disposing of the land, through sale or lease, to selected private developers. Total cost for the acquisition, demolition and relocation is estimated at \$5,950,000.

Parking

In order to meet the additional parking demand created by the redevelopment and to replace existing public parking to be removed, two shared parking garages are proposed. One of the garages, to be located at 2nd Avenue North and 2nd Street will accommodate approximately 400 spaces on two levels. This garage will serve the immediately adjacent residential development (40 spaces), the bandshell (166 spaces) and 40,000 square feet of specialty retail development (160 spaces). In addition, this garage will incorporate the 34 spaces currently existing in surface parking at this location.

A second two level garage is to be located on the north parking lot adjacent the Flag Pavilion. Containing a total of 380 spaces, this structure will serve an additional 30,000 square feet of the specialty retail village (120 spaces) in addition to incorporating 260 existing parking spaces.

In addition to the proposed parking garages, the existing parking lot adjacent to the Crab Pot Restaurant is proposed to be expanded from 28 spaces to 40 spaces.

Total cost is estimated at \$6,600,000.

Utilities

Drainage

The core area has long suffered from the lack of adequate provision for storm drainage. The ultimate long range solution is a proposed outfall to the Intracoastal Waterway along 8th Avenue North. This needed improvement, however, has not been planned in detail nor could the substantial cost be borne by the redevelopment effort. Thus, short range provisions must be made to accommodate the drainage needs of the initial residential and retail development.

The proposed drainage improvements depicted in Figure 10 involve construction of a storm drainage collection network to connect with the existing trunk line along 3rd Street. Florida Department of Transportation will impose restrictions on this connection to limit the post-development runoff volume to be no greater than pre-development conditions. This will require stormwater detention as well as retention for treatment purposes. These detention/retention functions will be accommodated in a manner consistent with existing practice and permitting policies of the St. Johns River Water Management District, the Florida Department of Transportation and the City of Jacksonville Beach.

Sewer System

Some improvements to the sewer collection system will be required to adequately service the redevelopment area. Improvements to the sewer collection system will involve a new line on 2nd Street extending from 2nd Avenue North to 6th Avenue North, thence westward to 4th Street to connect with Lift Station No. 2 which has been upgraded to handle additional flows.

Total cost for drainage and sewer improvements is estimated to be \$237,000.

Roadways and Traffic Signals

The rebuilding of the roadways within the core area is highly recommended in order to lengthen the anticipated life of these roadways to match the expected life of the redevelopment area itself. The options associated with the rebuilding of the roadways could include a combination of partial rebuilding as well as selected milling and resurfacing of existing streets. The decisions related to which roadway sections should receive a certain level of rebuilding treatment would need to be made at a subsequent, detailed engineering stage. For purposes of estimating a probable construction cost for improvements, the conservative assumption has been made that the entire 8,050 linear feet of core area roadways would be rebuilt with a typical section including 24' of pavements with new curb and gutter on both sides of the roadway section. A provision has also been made for the use of roadway underdrains within the redevelopment area in order to lengthen the expected life and reduce the degree of periodic maintenance required for the roadways.

Based upon the proposed traffic circulation pattern, modifications to a number of traffic signals within the redevelopment area will be necessary to serve the proposed one-way traffic patterns. Total estimated cost for roadway reconstruction and new signals is \$1,090,000.

Beautification Improvements

Bandshell

The proposed bandshell amphitheater will be accommodated in a specially designed plaza along the beachwalk at 1st Avenue North (Figure 11). Specific improvements include a plaza seating area to seat 500 persons, a stage area and tensile structure covering, lighting, sound equipment and landscaping. Total development cost is estimated to be \$755,000.

Beachwalk

From the bandshell a revitalized beachwalk will extend initially to the northern limit of the residential village at 5th Avenue North and to the southern limit of the specialty retail village at the lifeguard station (Figure 12). Specific improvements include a wider brick accented paving pattern, special lighting fixtures, landscaping and furnishings. To coincide with the development of a hotel south of Beach Boulevard the beachwalk will be ultimately extended to 1st Avenue South. Phase 1 cost is estimated to be \$798,000.

Plazas (3rd, 4th Avenues)

In addition to the large centrally located bandshell plaza, two additional oceanfront plazas are proposed at the 3rd and 4th Avenues North, extending from 1st Street to the beachwalk. The purpose of these plazas is to provide inviting pedestrian entrances to the beachwalk, eliminating the unsightly asphalt street ends which presently exist. Specific improvements will include grade modifications, special paving patterns, lighting, landscaping, fountains and benches. Estimated cost for these two plazas is \$483,000.

To coincide with the southward extension of the beachwalk to the proposed hotel, a fourth plaza is proposed for Beach Boulevard and the oceanfront during Phase II. Estimated cost is \$376,000.

Primary Pedestrian Streets

These streets, although they sometimes fulfill the important vehicular traffic function, are designated to receive strong pedestrian emphasis, either because they carry heavy pedestrian flows or because they play an important visual role in linking important activities and open spaces. Emphasis on the pedestrian requires wide sidewalks of at least 12 feet, closely spaced trees, special lighting fixtures and amenities such as kiosks, benches and signage.

Classified as primary pedestrian streets are 1st Street from Beach Boulevard to 5th Avenue North, as well as 1st Avenue North and 3rd Avenue North between 1st Street and 2nd Street. Cost for the associated improvements is \$863,000.

Secondary Pedestrian Streets

These streets are also important vehicular and pedestrian routes, but those which play a secondary role in the visual design structure.

Sidewalks are similar to those on primary pedestrian streets although somewhat narrower, averaging 8 feet in width. Also trees, as well as lighting fixtures, are spaced further apart. Classified as secondary pedestrian streets are 2nd Street from Beach Boulevard to 5th Avenue North, Beach Boulevard east of 3rd Street, 1st Street, south of Beach Boulevard and 1st, 2nd, 3rd and 4th Avenues North, from 3rd Street to 2nd Street. Costs for secondary pedestrian street improvements are estimated to be \$765,000.

Civic Area Landscaping

The Flag Pavilion, City Hall and Community Center Buildings occupy a key site in the City and in the Community Redevelopment Area. Unfortunately, the site of these civic activities has not received adequate landscape treatment. The grounds and parking lot areas are virtually devoid of vegetation and detract from the appearance of the downtown area. In order to provide an improved visual and functional connection to the beachwalk area, a landscaping program is proposed with costs estimated to be \$45,000.

Phase III Public Actions

The Community Redevelopment Plan clearly focuses on the need to rebuild the core area, from 1st Avenue South to 5th Avenue North over the next ten years. This strategy reflects the fact that the long term viability of the entire Community Redevelopment Area depends on an active, economically productive core area, which can create the momentum necessary to revitalize the portions of the Community Redevelopment south of 1st Avenue South and north of 5th Avenue North. Thus, all of the public actions described above are aimed at securing the amount of private development which is foreseeable over the next ten years. Because the potential market for redevelopment beyond 1997 is highly speculative, it is not possible or wise to speculate on what specific public actions or expenditures may be necessary or appropriate.

However, it can reasonably be assumed that residential will remain the predominant use south of 1st Avenue South and north of 5th Avenue North. Similarly, it could be assumed that new long-term private investment will likely take the form of renovation and infill redevelopment rather than wholesale land assembly and clearance. Based upon these assumptions, public actions outside the core area should include those which upgrade the public environment and support continued

reinvestment. These actions may include an expansion of the beachwalk and streetscape improvements, roadway repavings and utility replacements.

TABLE 4. PUBLIC DEVELOPMENT PROGRAM

	<u>Phase I</u> 1987-92	<u>Phase II</u> 1992-97
Land Acquisition, Demolition, Relocation	\$5,950,000*	U.D.
Parking Structures	\$6,600,000**	N.I.C.
Utilities	\$237,000	U.D.
Roadways, Signals	\$1,089,000	N.I.C.
Beautification		
Bandshell	\$755,000	N.I.C.
Beachwalk	\$798,000	\$200,000
Plazas (3 rd , 4 th)	\$483,000	N.I.C.
Plaza (Beach Blvd.)	N.I.C.	\$376,000
Primary Ped. Streets	\$863,000	N.I.C.
Secondary Ped. Streets	N.I.C.	\$765,234
Civic Area Landscape	N.I.C.	\$45,000
TOTALS	\$16,775,300	\$1,386,234

Source: WRT
England Thims & Miller

U.D. - Undetermined

N.I.C. - Not Included

* Some or all of these costs may be recouped through sale or lease of property to selected developers.

** A portion of the cost of developing the parking facilities may be absorbed by the developer(s) of the proposed private projects within the target area.

IMPLEMENTATION STRATEGY

Plan Adoption

Prior to approval of the Community Redevelopment Plan by the Community Redevelopment Agency, F.S. 163.360, requires that the plan be reviewed by the Local Planning Agency. The Agency

is allowed up to 60 days to review and provide comments as to the conformance of the Community Redevelopment Plan with the Comprehensive Plan.

Following approval of the Community Redevelopment Plan by the Community Redevelopment Agency, it must be forwarded to the City Council. Following the required public hearing the City Council may adopt the Community Redevelopment Plan, after which it is considered to be in full force and effect.

Property Acquisition

The Community Redevelopment Agency shall acquire real property by purchase, condemnation, gift, exchange or other lawful means in accordance with, and as necessary to implement, the Community Redevelopment Plan.

Initial acquisition activity is anticipated to include some portions, or all, of Blocks 21, 31, 32, 41, 42, 51 and 52 as necessary to carry out the residential village and specialty retail village as herein proposed.

Additional future acquisition may be carried out as deemed necessary to assure additional redevelopment activities.

Relocation Procedures

The Community Redevelopment Agency accepts responsibility to provide assistance to residents and businesses displaced as a result of the redevelopment actions sponsored and carried out by the Community Redevelopment Agency. The Community Redevelopment Agency shall strive to maintain the following policies and procedures:

1. Affected residents and businesses shall be provided adequate notification to permit relocation with minimum delay and hardship.
2. Affected residents shall be provided with assistance as necessary to secure comparable, adequate housing.
3. Provide businesses the opportunity to relocate within the Community Redevelopment Area, consistent with the intent of the Community Redevelopment Plan.
4. Provide fair and reasonable financial and other assistance to compensate residents and businesses affected by displacement.
5. Prior to the initiation of property acquisition conduct a survey of all residents and businesses likely to be affected by the acquisition. The survey shall identify specific relocation requirements and costs.

Demolition and Site Preparation

The Community Redevelopment Agency is authorized to demolish and clear structures and other improvements from any real property acquired by the Community Redevelopment Agency for the purpose of carrying out the intent of the Community Redevelopment Plan.

The Community Redevelopment Agency may construct, cause to be constructed, or request that the City of Jacksonville Beach construct streets, sidewalks, utilities, and beautification improvements as necessary to carry out the intent of the Community Redevelopment Plan.

Property Disposition

The Community Redevelopment Agency is authorized to sell, lease, exchange, assign, pledge, encumber by mortgage or deed of trust or otherwise dispose of real property in accordance with the intent of the Community Redevelopment Plan and with applicable law.

Disposal by sale or lease of real property shall be at fair market value in accordance with the development proposed by the Community Redevelopment Plan.

The Community Redevelopment Agency will provide opportunities for present owners to participate in the redevelopment effort through equity participation subject to satisfactory negotiations with selected developers. Property will be disposed of by a competitive process whereby interested developers will submit proposals including plans and specifications, financial statements, time schedules and proposed purchase and lease rates. Selected developers shall be required to execute binding agreements which will safeguard the provisions of the Community Redevelopment Plan.

It shall be the policy of the Community Redevelopment Agency to strive to secure binding agreements with developers prior to expenditures by the Community Redevelopment Agency for real property acquisition, relocation and site preparation.

The Agency shall have the right to review and approve construction plans and to refuse to approve plans found not in conformance with applicable disposition agreements, covenants or other controls.

Funding Sources

The following section provides a general review of potential sources of funding for redevelopment actions.

With the anticipated revisions to the federal tax code, there is the possibility that several of the funding sources identified may change. Consequently, the availability and applicability of funding sources to specific projects should be reviewed once the tax code revisions become law.

In general, a variety of financing options are presently available to the Community Redevelopment Agency and the City of Jacksonville Beach. Among these are the following:

Tax Increment Financing

Tax increment financing is typically the major source of funding for redevelopment projects undertaken under the State of Florida Community Redevelopment Act. The provisions of FS 163.385 allow the City of Jacksonville Beach to issue redevelopment revenue bonds to finance redevelopment actions, with the security for such bonds being based on the “anticipated assessed valuation of the completed community redevelopment.” In this way, the additional annual taxes generated within the Community Redevelopment Area, the “tax increment,” is used to finance the long-term bond debt. Prior to the issuance of long-term revenue bonds, the City or Community Redevelopment Agency may issue bond anticipation notes to provide up-front funding for redevelopment actions until sufficient tax increment funds are available to amortize a bond issue.

The City of Jacksonville Beach currently has a redevelopment trust fund as required under FS 163.387 as the repository for increment tax funds.

In fiscal year 1986 (ending September 30, 1986), tax increment generated \$268,106. For fiscal year 1987, Jacksonville Beach Planning Department estimates tax increments of approximately \$344,106.

This estimate does not include revenues generated by the revitalization projects described in the redevelopment plan. Thus, conservatively, the potential funding available through revenue bond financing is estimated to be \$4.5 to \$5.0 million, depending on bond market conditions. As depicted on Table 5 the proposed development of the specialty commercial village and residential village could produce a taxable value of approximately \$20.6 million at buildout. This represents an increase of approximately \$17.2 million over 1985 values for the same properties. This could add up to an additional \$250,000 in tax increment at buildout and potentially increasing the revenue bond financing potential to approximately \$7.0 to \$8.0 million. These tax increment estimates are subject to revision based upon tax code revisions, bond market conditions, detailed financial projects and future millage rate adjustments.

TABLE 5. PHASE I TAX BASE IMPACT

Taxable Values

	<u>1983</u>	<u>1986</u>	<u>Est. Buildout</u>	<u>Est. Tax* Revenue- Buildout</u>
<u>Residential Village</u> Blocks 32, 41, 42, 51, 52	\$2,191,900	\$3,053,800	\$15,000,000	\$346,005
<u>Specialty Retail Village</u>	\$1,152,300	\$1,417,200	\$5,600,000	\$129,176

* Based on current total millage of 22.3928, of which a millage of 13.642 is applicable to tax increment.

Source: Duval County (Jacksonville) Tax Assessor
Economics Research Associates

Assumptions:

Residential Village

1. 250 units at average value of \$75,000.
2. Taxable value at 80%

Specialty Retail Village

1. 70,000 square feet at value of \$100 per square foot.
2. Taxable value at 80%.

General Revenue Bonds and Revenue Certificates

General revenue bonds issued by the city are another potential source of funding. These bonds are secured by the real property in the city and must receive voter approval. Revenue certificates provide funding pledged against other revenue sources such as the utility tax. Revenue certificates do not require voter approval.

Industrial Revenue Bonds (IRB's)

Industrial revenue bonds may be used to finance industrial, and some commercial projects. The primary emphasis on such projects is the creation of jobs, and as a consequence speculative ventures are not normally financed by this means. Such bonds are typically issued with repayment

pledged against the revenues of the private enterprise being funded. IRB's are presently tax exempt and consequently are typically three percentage points below prevailing interest rates. Such financing has been used effectively throughout Florida.

Special Assessment Districts and Funds

The City of Jacksonville Beach could establish special assessment districts for the purpose of funding various improvements within an area or for support of the operating expenses of the Community Redevelopment Agency. Typically these types of funds are utilized in downtown areas to fund sidewalk or other streetscape improvements.

Community Development Block Grants (CDBG)

Communities with populations under 50,000 such as Jacksonville Beach are not considered entitlement cities—but need to compete with similarly sized communities for statewide CDBG dollars. These statewide allocations are based on municipal need and size of the resident population. Community Development Block Grants are a declining source of revenue at present and will probably represent a minor funding opportunity at best for Jacksonville Beach redevelopment.

Land Sales/Leases

Acquisition of property, and its preparation for development are powers available to the Community Redevelopment Agency under provisions of FS 163. The resale or leasing of such land at fair value to private developers can provide another source of income within the Community Redevelopment Area.

Contributions and Grants

Voluntary contributions by private companies, foundations and individuals is a potential source of income to the Community Redevelopment Agency. Although such contributions may only account for a small portion of redevelopment costs, they do provide opportunities for community participation with positive promotional benefits.

Urban Development Action Grant (UDAG)

Urban Development Action Grants (UDAG) is one of several grant programs at the Federal level designed to fund private development through leveraged public investment. Due to cutbacks in Federal funding and the anticipated scale of redevelopment in the City of Jacksonville Beach, this is not considered a strong source of funds at this time.

State Grants

Various grants and special legislative allocations are available from the State of Florida and are currently being pursued to support the cost of efforts to upgrade the recreational value of the beachfront.

Plan Modification

The Community Redevelopment Plan may be amended or modified at any time subject to approval and adoption requirements imposed by F.S. 163.361.

Plan Duration

The redevelopment provisions, controls, restrictions and covenants of the Community Redevelopment Plan shall be effective for 30 years from the date of amendment.

Severability

If any provision, section or clause of the Community Redevelopment Plan is held to be invalid, unconstitutional, or otherwise legally inform, such decision shall not affect the validity of the remaining portions of the Community Redevelopment Plan.

Regulatory Actions

The content of the redevelopment plan is in general conformance with the existing zoning district regulations applicable to the land area within the Community Redevelopment Area.

Therefore, it is unnecessary to prepare special zoning districts or other regulations except as follows. Rather than incorporating specific changes in permitted uses or development standards, the regulatory changes are designed to streamline the development review and approval process for major redevelopment projects and to provide the Community Redevelopment Agency with the authority for development review within the Community Redevelopment Area.

Design Review

The Community Redevelopment Agency shall be given powers of design review prior to the issuance of building permits for all new construction and substantial renovation projects conducted within the Community Redevelopment Area.

Redevelopment Use District Designations

All redevelopment activities involving acquisition and disposition of property by the Community Redevelopment Agency and all other development projects of a size of 3.0 acres or larger shall obtain designation as a REDEVELOPMENT USE DISTRICT. The provisions of this district shall be substantially the same as those which currently apply to the Planned Unit Development (PUD) designation as per Article 14 of the City of Jacksonville Beach Zoning Ordinance. The purpose of this provision is to foster creative design and planning practices among redevelopment projects in conformance with the intent of the Community Redevelopment Plan. The Community Redevelopment Agency, under direction of the City Council, shall have responsibility to administer, review and approve Redevelopment Use District designations for projects which support the intent of the Community Redevelopment Plan.

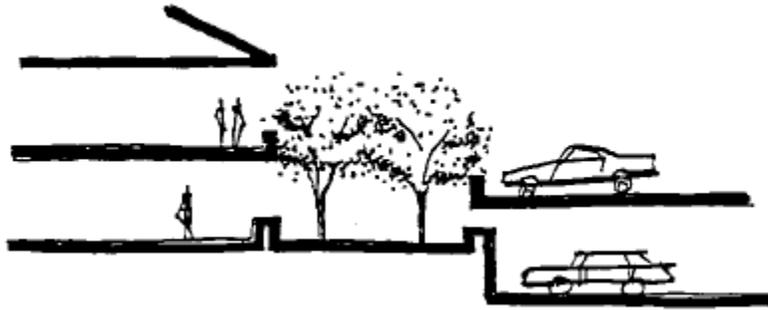
Urban Design Guidelines

General Guidelines

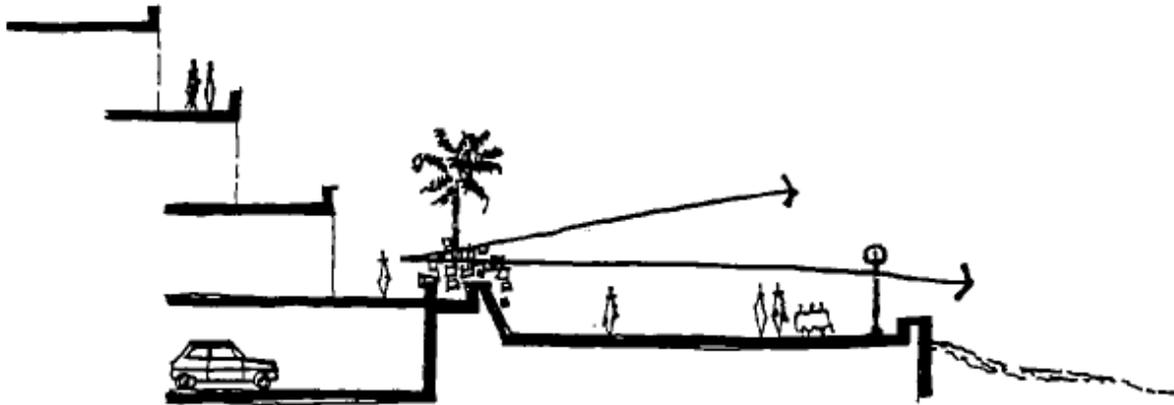
- The Community Redevelopment Plan does not seek to impose any single architectural or historical style within the Community Redevelopment Area. However, styles which are clearly non-indigenous to the region and out of character are discouraged. Specific examples of non-indigenous styles include Tudor and Colonial.
- In general the preferred building material is concrete and stucco, including coquina-impregnated stucco.
- Non-indigenous masonry, stonework and all “imitation” materials are to be avoided.
- Light colors, including pastels are preferred for all building and paving surfaces.
- Wood construction is discouraged except in low-moderate density residential construction.
- Ground floor uses, particularly retail uses should seek to maintain maximum continuity with adjacent sidewalks, and maximum visibility with use of glass storefronts.

Residential Village Guidelines

- Residential development shall seek to maintain continuous low-mid rise building frontages along 1st Street and the Avenues.
- Structures east of 1st Street and within 50 feet west of 1st Street shall not exceed 4 stories. Other structures shall not exceed 6 stories.



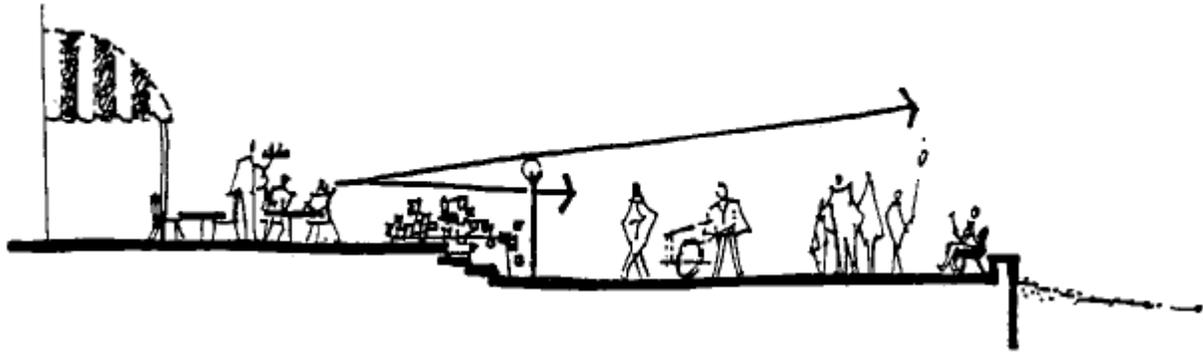
- Parking, whether in surface lots or in structures shall not be visible from 1st Street or from the Avenues and shall be screened from residential buildings by a minimum 20 foot landscaped buffer.



- The ground level of residential development shall be constructed a minimum of 2 feet above the level of adjacent beachwalk.

Specialty Retail Village Guidelines

- All structures shall be one or two story and of harmonious color, texture and materials.
- Arcades, awnings and other shade producing elements are encouraged along 1st Street, the beachwalk and along the central promenade.
- Areas for loading shall be effectively screened from public view.
- Structures may be stucco masonry with wood accents and metal or wood shake roofing is preferred.



- Restaurant areas shall be encouraged to provide outdoor seating areas facing the beachwalk.
- The ground floor level of retail structures and the connecting promenade shall maintain a vertical separation of no less than two feet and a landscape buffer to distinguish the edge of the public beachwalk.
- Uses, activities and structures associated with retail uses (except for push-cards) shall not obstruct pedestrian circulation in the beachwalk.
- Developers shall establish and enforce strict sign standards for all merchants. Signage standards are subject to review and approval by the Community Redevelopment Agency.

The First Steps

Upon adoption of the Community Redevelopment Plan much work remains to be done prior to initiation of redevelopment actions. These next tasks include the following.

1. Detailed Management Plan

To carry out the Community Redevelopment Plan and to manage the resulting new public and private development will greatly tax the human resources of the Community Redevelopment Agency and the City of Jacksonville Beach. Prior to any further redevelopment actions a detailed management plan must be prepared by which staff needs are assessed and responsibilities are assigned for such functions as project planning, financial planning, marketing, developer solicitation and negotiation, and relocation of businesses. Specific management planning needs are as follows:

a. Open Space and Public Facilities Management Plan

The implementation of the Community Redevelopment Plan will create important new public facilities within core downtown area: namely a beachwalk linear park, streetend plazas, a bandshell/amphitheater, parking and extensive streetscape improvements. These improvements will also integrate with existing public facilities including the Flag Pavilion. The Open Space and Public Facilities Management Plan will identify the resources, responsibilities and schedule of

activities necessary to properly maintain and manage these new public facilities. In addition, the proposed improvements are intended as settings for special events, gatherings and community cultural activities. To be successful the special events which will occur at the bandshell and at the Flag Pavilion must be professionally planned and marketed. The Open Space and Public Facilities Management Plan will identify responsibilities for these activities.

b. Development Review Procedures and Guidelines

The Community Redevelopment Plan confers upon the Community Redevelopment Agency new responsibilities to review and approve development and rehabilitation activities within the Community Redevelopment Area. Specifically, the Agency shall administer the designation of Redevelopment Use Districts and shall have design review powers on all other projects within the Community Redevelopment Area in conformance with conventional zoning. The purpose is to streamline the approval process for major redevelopment projects, while adhering to high standards of design for all projects in the Community Redevelopment Area.

Review procedures must be carefully designed so as to explicitly mandate thresholds for development review and to specify the applicability of present development review procedures and authorities within the Community Redevelopment Area.

In addition, the Community Redevelopment Agency should cause to be prepared a set of explicit design guidelines for the rehabilitation of properties within the Community Redevelopment Area to be used as criteria for design review.

2. Finance Plan

Contained in the Community Redevelopment Plan are estimates of the cost and possible sources of revenue associated with the redevelopment effort. The purpose of a detailed financial plan is to document with precision the specific sources of funding for each item of cost.

It is considered unlikely that the revenues generated solely from tax increment financing will be sufficient to pay for all of the costs associated with the first phase of redevelopment. It is also considered appropriate that tax increment revenues not be viewed as the sole source of funds for these projects. Many of the projects identified, in fact, will provide benefits to the community outside the boundaries of the Redevelopment area, or to specific sections within the area. Therefore, it is reasonable to consider whether areas and properties that receive specific benefits can, or should, share in the costs of those improvements. Consequently, an additional purpose of the Finance Plan is to apportion the costs of redevelopment projects equitably among the potentially available sources of revenue. Preference is made to the proposed use of special

assessments for projects which disproportionately benefit specific properties, as in the case of streetscape improvements. Similarly, other projects, such as the beachwalk and bandshell, benefit the entire community, thus justifying the use of general funds.

3. Marketing and Promotion

The effectiveness of the Community Redevelopment Plan will largely depend on the perception of the plan by the public and by prospective developers and financial backers. Colorful illustrative materials are necessary prior to and during the process of developer solicitation.

4. Developer Solicitation and Selection

The developer solicitation process begins with the preparation of a detailed Request for Proposals for both the residential village and the specialty retail village. The RFP must make explicit all of the conditions and requirements that should pertain to the developer solicitation process. In addition the RFP must state the policies to be followed regarding incorporation of existing property owners and merchants as well as financial terms pertaining to land sale, lease and financial participation in utility, parking and beautification costs.

With adequate time and flexibility given for proposal preparation, development proposals should be evaluated on the basis of financial return to the City, conformance with the intent of the plan, track record and level of assurance that the plans will be carried out as proposed.

Only following execution of binding agreements with prospective developers should large scale land acquisition relocation and clearance commence.

5. Design and Public Improvements

Certain public improvements, such as utilities, must be in place in order for private development to occur. Other public improvements such as streetscape, beachwalk and the bandshell must be coordinated closely with the design of immediately adjacent private development.

Subject to available funding the Community Redevelopment Agency must cause to be prepared the plans and specifications necessary to carry out the public improvements called for herein.

AMENDMENT 3 – RESOLUTION NO. 1492-96

The parcels shown on **Exhibit A** may be used for the following purposes:

(A) *Permitted uses.* The following uses are permitted as of right on the parcels shown on Exhibit A.

- (1) Bakery products manufacturing, in conjunction with the retail sale of the bakery products on the same site.
- (2) Jewelry manufacturing, in conjunction with the retail sale of the jewelry on the same site.
- (3) Travel agencies.
- (4) Retail trade establishments as follows: building materials, hardware and garden supplies; general merchandise stores; apparel and accessory stores; home furniture, furnishing and equipment stores; restaurants; drug stores; florists; tobacco stands and newsstands; optical goods stores; and miscellaneous retail goods.
- (5) Financial institutions, insurance and real estate offices;
- (6) Hotels and motels.
- (7) Personal service establishments as follows: photographic studios; beauty and barber shops; shoe repair shops and shoeshine parlors; tax preparation services; and miscellaneous personal services.
- (8) Business service establishments as follows: advertising; business and consumer credit reporting and collections; mailing reproduction, commercial art and photography, and stenographic services; personnel supply; computer programming, data processing and other computer services; and miscellaneous business services.
- (9) Automotive rental and leasing.
- (10) Automobile parking.
- (11) Motion picture theaters, except drive-in.
- (12) Dance studios and schools.
- (13) Amusement and recreation service establishments as follows: physical fitness facilities; coin operated amusement devices; or membership sports and recreation clubs.
- (14) Business and professional offices as follows: landscape architect; building contractors and subcontractors (no storage of vehicles, equipment, or materials); doctors,

dentists and miscellaneous health offices and clinics; legal services; and engineering, architecture, accounting, research management and related services.

- (15) Child day care services.
- (16) Museums and art galleries.
- (17) Membership organizations, except religious organizations.
- (18) Government uses.
- (19) Public parks, playgrounds, and recreational facilities.
- (20) Libraries.
- (21) Essential public services.

(B) *Conditional uses.* The following uses are permitted as conditional uses on the parcels shown on Exhibit A, subject to the standards and procedures established in Chapter 34, Article 6, Division 4 Conditional Uses of the Code of Ordinances for Jacksonville Beach, Florida.

- (1) Handbag and other personal leather goods manufacturing in conjunction with the retail sale of the finished product on the same site.
- (2) Bar, lounge, nightclub, tavern or other drinking place.
- (3) Amusement parks.
- (4) Miscellaneous amusement and recreation services.

(C) *Accessory uses.* The following uses are permitted as accessory uses in the CBD zoning district.

- (1) Any use customarily accessory to the permitted or conditional uses in the CBD zoning district.

The boundary lines for the parcels shown on **Exhibit A** may be modified as needed or required to provide an adequate building site for the type of land use proposed to be developed. A parcel affected by such modification shall not be reduced in size to be rendered useless for any other purpose.

DOWNTOWN VISION: A REDEVELOPMENT PLAN FOR JACKSONVILLE BEACH

WHY A VISION PLAN?

The City of Jacksonville Beach is embarking on an exciting new phase in city building. The City has completed a number of strategic public investments – Latham Park, Amphitheatre, improved Board Walk and Pavilion, streetscape and the allocation of free public parking for the beach in the last decade. Because of these efforts, the Downtown Central Business District (CBD) is now positioning itself for new investment opportunities. The citizens, elected officials and staff have developed a vision plan that will prepare for and guide redevelopment in the Central Business District. The purpose of the Vision Plan is to provide the citizenry a thoughtful approach to how new development would not only maintain, but also improve the quality of life for Downtown Jacksonville Beach.

This document illustrates and summarizes the Vision for Downtown Jacksonville Beach. *The Vision Plan is guided by the five guiding principles that were created from the values identified by the citizens of Jacksonville Beach.* Detailed land use, transportation and urban design strategies are the key elements included in this vision and are described herein.

THE PROCESS

The process in creating the Vision Plan relied on a strong community involvement process which provided a variety of opportunities for public input through stakeholder interviews, a walking audit of the Downtown and a three-day charrette with two formal presentations and two and half days of open house working sessions to the public.

The Vision Plan was formalized during the charrette from June 5 to June 7, 2007. During these three days, the values and priorities of the community were established, issues were identified and voted on, and the community provided solutions, desires and expectations. Almost 100 citizens, public official and staff members participated in the charrette effort. Each person provided valuable input in creating the Vision Plan.

NEXT STEPS

The Downtown Vision Plan is intended as a road map for future public policy decisions and private development and redevelopment. Its implementation will undeniably entail a long-term and incremental process. Important to its realization is to ensure that the plan is understood and supported by the private development community. The next step of the process is the development of a set of land development guidelines that directly supports and implements the vision developed for Downtown Jacksonville Beach.

COMMUNITY CORE VALUES

The eight values listed below were identified by the community during the visioning exercise. These will serve as the foundation for redevelopment activities in the Downtown District through the planning period (January 2014).

Safety

Walkability

*Open Space/Views to
Ocean/Beach Access*

Gathering Place

Family Friendly

Small community Feel

Entertainment

Mix of Uses

GUIDING PRINCIPLES

The following five principles provide the necessary framework that was used to develop the Vision Plan.

Celebrate Our Assets

Enhance the *four major corridors* to the beach. Encourage mixed-use development along each corridor through investments in public realm (parks, gateway elements, streetscape) and infrastructure (on-street parking, new streets, parking garages).





Complete the Streets

In addition to improving the four major corridors to the beach, enhance the streetscape for 3rd Street, 2nd Street and 1st Street based on their vehicular and pedestrian mobility functions.

Mix-It Up

Link together individual pieces of public amenities and investments within the Downtown. Allow a mix of various uses especially in the four core corridors.



Be Family-Friendly

Program public spaces to accommodate family events and activities especially around the fishing pier and Latham Park. Encourage growth of neighborhoods toward the Downtown.

Design Matters

Develop design guidelines to ensure that private development pattern and character support the vision plan.



DESCRIPTION OF ILLUSTRATIVE PROPOSALS

Following the core values and guiding principles identified during the visioning process, a “menu of ideas” for both public and private redevelopment initiatives is proposed. The following sections describe some of these ideas.

NEW DEVELOPMENT FRONTING LATHAM PLAZA

There is an opportunity to redevelop the existing parking lot into a three-story mixed-use development with ground floor retail and upper floor residential units. The new development encourages activity and provides daylong “passive surveillance on Latham Plaza” (eyes on the park). A parking garage incorporated into the new building can provide adequate parking to serve both the development and replace the spaces in the existing parking lot.

SOUTH EDGE OF LATHAM PLAZA



Existing (left): Fence and planting around park edge restrict park access and creates security problems.

Proposed (below): New street and development frames the park and provides the opportunity for “passive surveillance” of the area.



PIER PARK AND NEW DEVELOPMENT

There is an opportunity to redevelop the existing parking lot into a three-story mixed-use residential development and a “Pier Park”. A substantially sized park will be made feasible by a public-private land swap of the proposed park property and the property adjacent to the Casa Marina Hotel. A portion of the surface lot can be retained to serve the new development.

Pier Landing



Existing (left): Pier terminated by a parking lot.

Proposed (below): New “Pier Park” provides a gathering place and terminates the view to the Beach along 4th Avenue North.



Alternative Parking Garage Locations

Possible parking garage locations are on Beach Boulevard, southeast corner of 2nd Street North, 2nd Street North @ 3rd Avenue North, or 6th Avenue North. Another alternative location for a new parking garage at the northwest corner of 1st Street and 3rd Avenue North (“The Ritz Lot”), which provides public parking opportunities located just one block from the Pier and the Beach. Construction of a public garage at any of these locations will also allow the city to “lease” or “sell” parking spaces for developments that would want to provide parking off-site.

URBAN DESIGN STRATEGIES FOR DOWNTOWN JACKSONVILLE BEACH

The Vision Plan identified four corridors that are considered the premier entryways into the Downtown. Each corridor provides a terminus to the beach, identifies specific strategies that will implement the Vision Plan and classifies the timing of each strategy as follows: short term –

immediately or within three years, mid-term, three to five years, and long term - more than five years.

THE FOUR CORRIDORS TO THE BEACH

Gateway Corridor

Beach Boulevard is the southern gateway to the CBD's core. Because of its regional transportation significance, the Boulevard is also an important commercial corridor, offering great visual and physical access to beach. The historic Red Cross lifeguard center terminates the corridor vista to the beach.

Civic Corridor

The City has put in tremendous public investment along 1st Avenue North, including the City Hall, the Latham Park, and the Sea Walk Amphitheater. Together with the Beach Boulevard corridor, the 1st Avenue North corridor anchors the southerly end of the Downtown. Some parking lots and underutilized properties around the new public investments are well positioned for redevelopment as mixed-use products to add vitality to Downtown's civic core.

Pier Corridor

4th Avenue North is another important east-west corridor to the beach. It is terminated by a public fishing pier and is where the J. Johnson Gallery is located. Both of these treasured public amenities call for additional care and attention to this corridor's streetscape treatments and future development character. Strategic public investments and development guidance will ensure that the current infill development trend along the corridor continues to catalyze the CBD's revitalization.

Retail Corridor

6th Avenue North marks the northern edge of the CBD. The historic Casa Marina Hotel anchors both the eastern end of the 6th Avenue North Corridor and the boardwalk. Properties along the Corridor are mostly underutilized and vacant. The opportunity exists to create a new retail shopping experience along this corridor that would complement the beach activities. New residential-based development will also encourage more yearround and daytime activity in the CBD.

DOWNTOWN JACKSONVILLE BEACH VISION PLAN – “A MENU OF IDEAS”

		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
GATEWAY CORRIDOR				
1	Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	●		
2	Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2nd Street and 1st Street	●		
3	Introduce roundabout as a southern gateway to Downtown and as a traffic-calming feature on 1 st Street.	●		
4	Organize parking between 1st Street and the SeaWalk and incorporate a traffic circle as a turn- around/drop-off point for beach users.	●		
5	Encourage new development to have a mix of uses and to front and address Beach Boulevard.	●		
6	Encourage the development of a joint-use parking garage serving existing and new commercial uses. The parking garage will have ground floor commercial uses along Beach Boulevard.		●	●
7	Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.		●	
CIVIC CORRIDOR				
8	Enhance pedestrian level lighting in Latham Park.	●		
9	Develop new two-way street with parallel on-street parking along south side of Latham Plaza.		●	●
10	Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to re- place existing surface parking space and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.		●	●

11	Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.			●
		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
PIER CORRIDOR				
12	Organize on-street parking on 4th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
13	Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity.	●	●	
13	Incorporate a driveway to for beach users to drop-off/pick-up as park of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)	●	●	
14	New residential and commercial development can frame either side of the new pier park and the view toward the beach and the fishing pier.		●	●
15	Relocate restroom facilities that are near Casa Marina.		●	●
16	Retain a portion of the existing surface parking lot to serve the new residential development.		●	●
17	Encourage infill residential-based mixed-use development along 4th Avenue North.	●	●	●
18	Develop a public parking garage to serve beach users and area retail uses. Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or “sell” parking spaces to relieve on-site parking needs of new developments.		●	●
19	Introduce a roundabout at 1st Street as a land- mark element and to calm traffic along 1st Street.	●		
RETAIL CORRIDOR				
20	Encourage the expansion of Casa Marina in a form, scale, and character that is respectful of the historic hotel.	●	●	

21	Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6th Avenue North and 1st Street.		●	
22	Introduce a roundabout at 1st Street as a northern gateway to downtown and to calm traffic along 1st Street.	●		
23	Encourage a concentration of retail shops along 6th Avenue North as part of new development.		●	●
		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
24	Encourage residential-based mixed-use development on the north side of 6th Avenue North.		●	●
25	Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
26	Organize on-street parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●		
NORTH-SOUTH STREETS				
27	Introduce on-street parking spaces along either side of 3rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	●		
28	Reduce median cuts along 3rd Street and introduce street trees along the median.	●		
29	Relocate traffic signal from 2nd Avenue North to 4th Avenue North.	●		
30	Introduce new crosswalks along 3rd Street.	●		
31	Introduce parallel on-street parking along 2nd Street between Beach Boulevard and 7th Avenue North.	●		
32	Provide narrower travel lanes and introduce parallel on-street parking along 1st Street between Beach Boulevard and Latham Park and between 3rd Avenue North and 7th Avenue North.	●		

33	Develop 1st Street as a “festival street” between 2nd Avenue North and 3rd Avenue North by varying the texture and color of roadway finish.	●		
34	Enhance existing speed table between Latham Park and Sea Walk Pavilion.	●		
35	Introduce traffic circles south of Beach Boulevard as traffic calming devices and neighborhood features.	●		
36	Improve streetscapes (provide continuous side-walks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets.	●		

DOWNTOWN CAPITAL IMPROVEMENT PROGRAM FISCAL YEARS 2008-2014

Introduction

In December 2006, the City of Jacksonville Beach (City) retained the services of GAI Consultants, Inc. (GAI), to conduct an engineering analysis to determine the need for roadway and infrastructure improvements in the Jacksonville Beach Downtown Community Redevelopment Area (CRA). The Downtown CRA limits extend from 13th Avenue South to 9th Avenue North and from 3rd Street (State Road A1A) to the Atlantic Ocean. This area encompasses a total of 161 acres. The scope of engineering services includes providing an Engineering Report for Infrastructure Improvements consisting of a Stormwater Master Plan, and evaluation reports for water and sewer facility improvements. Underground and surface improvements will address roadway and right-of-way impacts. A typical parking detail and plan is also provided. Locations for these improvements will be determined on a case-by-case basis as directed by City staff.

The Community Redevelopment Agency (CRA) has the ability to fund infrastructure improvements with the downtown CRA through its Downtown Tax Increment Trust Fund (TIF), and may appropriate such monies for future capital improvements projects. The proposed improvements identified by GAI will complement the 1996 Infrastructure Improvement Pilot Project. This pilot project was designed to extend redevelopment into the Downtown Central District. This pilot project upgraded and replaced water, sewer, and stormwater facilities and the resulting roadway improvements that included landscaped medians, parking, curb, sidewalk, pavement imprints and other miscellaneous reconstruction elements.

This section of the Downtown Vision Plan summarizes the assumptions, evaluations, results and recommendations developed from modeling and analysis of the existing infrastructure components in the study area. A probable engineering cost estimates for the facility upgrades is provided with a recommended project phasing. The reader is directed to the full *Downtown Redevelopment Area Infrastructure Improvements* report by GAI Consultants, Inc., which available for review in the Offices of the Community Redevelopment Agency (Planning & Development Department), 11 North 3rd Street or the Public Works department at 1600 Shetter Avenue.

STORMWATER COLLECTION SYSTEM

The Stormwater Master Plan separates the downtown drainage area into three major basins. The three basins are delineated to separate the Beach Boulevard Stormwater Basin located within the urban core, from the North Basin and South Basin limits. The North Basin spans from 5th Avenue North to 9th Avenue North. The Beach Boulevard Basin Spans from Beach Boulevard to 4th Avenue North, and the South Basin Spans from 1st Avenue South to 13th Avenue South. Refer to the map on the following page showing the existing stormwater basins.

The existing drainage system was modeled using ASAD, a rational method analysis program that computes the hydraulic grade line from sub-basin areas. The model routes stormwater through conveyance structures and identifies flooding conditions at each inlet. The model utilized a 10-year storm design frequency in order to meet the minimum level of service required by the City of Jacksonville Beach. Model results confirm that portions of the system are undersized and in need of upgrades. Previously upgraded storm sewer facilities, including the Beach Blvd Basin, 5th Avenue North and 11th Avenue South are deemed adequate.

Presently, beach outfalls exist throughout the study area and in most cases, serve as the primary outfalls for stormwater. The City has recently reconstructed the beach outfalls, and reconstructed several of the beach parking areas through developer-assisted improvements. The City anticipates that these beach outfalls are to be maintained for the present.

A St. Johns River Water Management District (SJRWMD) Permit will be required for modifications to the existing systems. The North Basin will be submitted as a Standard Permit, and the South Basin will be submitted as a General Permit. SJRWMD Permits are active for 5-years and can be extended another 5 years.

The stormwater management system will meet current and future drainage needs and allow for development within each basin. The new system will provide adequate facilities to meet water quality and provide conveyance systems for a future build-out of the area based on an 80 percent

impervious condition. If a developer desires to increase the impervious area above the 80 percent impervious condition, drainage facilities must be constructed on-site to provide for the additional treatment volume required, and control discharges to the 80 percent development discharge rate. This study does not consider a redirection of beach outfalls within the existing beach outfall drainage boundary if beach parking area reconstruction is required, or other roadway reconstruction in areas has been recently completed as part of City or privately initiated redevelopment projects. The City desires to avoid reconstruction of recently improved areas.

Conceptual designs have been evaluated that consider taking all of the stormwater from the entire drainage basin including the beach outfalls and providing alternate means of disposal. Redirection of flows will require treatment of the diverted volumes of stormwater runoff and conveyance of the added flow. In areas where proposed stormwater infrastructure is planned, redirection of flow away from the beach outfalls will be subject to detailed engineering and further cost analysis. A Drainage Connection Permit will be required for any modifications to the FDOT drainage systems, and thus requires compliance with FDOT Rule 14-86.

Two alternate stormwater management concepts were developed to resolve the flooding issues and meet the permitting requirements. Alternate 1 provides treatment in the form of exfiltration systems located within the existing right of way, with overflow from these systems connected to the existing FDOT and/or beach outfalls. This option will also require attenuation to limit the discharge rate to be equal to or less than the existing discharge rate.

Alternate 2 proposes the construction of stormwater vaults, pumps, and force mains that will discharge stormwater to areas where new ponds can be constructed, or existing ponds can be upgraded.

Both Alternates will require the City to reconstruct streets within the downtown limits due to the level of expected reconstruction resulting from stormwater management facility installations and establishment of new roadway profiles. Roadway longitudinal profiles will ensure positive grades for conveyance to new drainage inlets.

Alternate 1 (Exfiltration System) will consist of perforated pipe surrounded by a layer of coarse aggregate wrapped in filter fabric to separate it from the surrounding soil. Each exfiltration system must be designed to site-specific requirements. Exfiltration system limits typically will be located in the Avenues between 3rd Street (State Road A1A) and 2nd Street, 2nd Street and 1st Street, and under the parking areas when feasible. The proposed exfiltration system will modify drainage areas for 5th Avenue North through 9th Avenue North, and 1st Avenue South through 13th Avenue South.

The City has indicated that Beach parking areas can be utilized for the installation of the exfiltration systems, but recommends restricting them to those locations that have not been previously reconstructed. This would include 9th Avenue North, 8th Avenue North, 6th Avenue North, 7th Avenue South, 10th Avenue South, 12th Avenue South and 13th Avenue South. Exfiltration systems within the North Basin will be connected to existing 3rd Street (State Road A1A) drainage system or the 2nd Street Stormwater Project currently under design. The estimate of probable project cost for Alternate 1 is \$25,246,485.00.

Alternate 2 (Pump/ Vault System) will include the construction of a vault and pump system similar to the Beach Boulevard pump system. The City has indicated that the pump option will only be considered in the South Basin. The City requested that GAI provide consideration of two pump systems that would result in force main outfalls. One would be connected to the 12th Avenue South stilling Basin and the other to the existing City Golf Course pond location, which is the same outfall utilized by the Beach Boulevard Pump Station. The estimate of probable project cost for Alternate 2 is \$36,589,774.00, excluding the cost of stormwater ponds. The City is proposing to enlarge the existing golf course stormwater ponds as part of the North 2nd Street Stormwater Collection and Treatment project.

Additional key considerations of the study are as follows:

- Alternate 1 is proposed for both the North and South Basins, while Alternate 2 is only proposed for the South Basin, as requested by the City.
- For the North Basin area, the exfiltration system is recommended to be incorporated into the 2nd Street Stormwater Project currently under design or directed to the beach outfalls.
- Reconstruction of the Beach Boulevard beach ramp estimated at \$211,940 has been included in the cost programming.
- For the South Basin area, GAI would recommend that the exfiltration option be considered initially in order to maintain the most economical approach to the stormwater improvements. Alternate 1 (Exfiltration System) offers an estimated \$11.8 million savings over Alternate 2 (Pump/ Vault).
- Although limited geotechnical evaluation supports the use of an exfiltration system for the study area, a detailed geotechnical survey will need to be performed in order to verify the suitability of the proposed system for specific basins throughout the study area.
- Even though Alternate 1 (Exfiltration system) is being recommended throughout the South Basin, the City could also consider draining 9.25 acres of the South Basin to the 12th Avenue South Stilling Basin, utilizing a vault/pump system. This option would require further review to complement this study and to clearly identify the available capacity of the outfall. A cost comparison between the exfiltration system and the pump/vault system for the 9.25 acres is \$4.2 million, and \$7.6 million, respectively.

- Areas such as 5th Avenue North, 11th Avenue South from 1st to 2nd Street, and several other beach parking areas have been recently reconstructed as part of redevelopment efforts. New construction in these areas will be avoided. The probable cost estimates developed as part of this study account for maintaining these areas.

Potable Water Distribution System

The water distribution system model was analyzed under two main loading scenarios: Existing Conditions (Year 2006) and future Full-Build out Conditions (Year 2020). Multiple simulations were created and analyzed to account for combinations of the Maximum Daily Flows (MDF) and Needed Fire Flows (NFF). The model was constructed from record data received from the City and field substantiation of the data, as observed by GAI staff.

The modeling and analysis of the water distribution system and the review and analysis of existing utility data has yielded recommendations for prioritization of the proposed improvements. This prioritization was based first on the need for hydraulic improvements with secondary consideration given to the material condition and remaining service life of the pipes. These prioritized improvements have been divided into two major groups of projects, with projects included in the first group based on hydraulics, and projects included in the secondary group based on material conditions. The estimate of probable project costs of the proposed water main improvements is estimated at \$746,041. This estimated cost only includes the roadway reconstruction necessary for the installation of the proposed pipes. *Because the water distribution system improvements will be completed in conjunction with the proposed stormwater improvements, the major roadway infrastructure costs have been included in the stormwater cost estimate.*

Records indicate that certain segments of the water distribution system have asbestos-concrete (transite) pipe material. GAI was unable to identify this material within the study area. Should this pipe material be encountered, replacement is recommended. In lieu of removal, these transite pipes should be vacated, cleaned, grouted, and abandoned in place.

Provision for additional fire hydrants must be considered as the City develops toward its allowable density. One recommended method is to ensure that the private developers bear the cost of installing fire hydrants for building fire suppression when required. These projects would have to comply with the Florida Prevention Code requiring additional hydrants per NFPA-1, Chapter 18.

Sanitary Sewer Conveyance System

The sanitary sewer conveyance system model was analyzed under two main loading scenarios:

Existing Conditions (Year 2006) and Future Full Build-out Conditions (Year 2020). Multiple simulations were created and analyzed to account for the Peak Hour Flows (PHF); one for existing and one for future. Each model was constructed from record data received from the City, supplemental field surveyed data, and field substantiation of the data, as observed by GAI staff.

The results of the hydraulic modeling analysis for the Existing Conditions reveal minimal hydraulic limitations due to pipe size. Most deficiencies were identified as inadequate pipe slopes, which is a condition that exposes hydraulic limitations for future expansion.

The amount of manholes surcharging the pipe inverts was minimal and the level of surcharge was barely above the pipe crowns. Most of these manholes have very deep sumps, thus visual confirmation of the surcharge is uncommon.

The City's Public Works Department has not identified any areas within the study area that have flow restriction issues causing regular maintenance or flushing due to accumulation of debris or lateral back-up flows. The model reveals that the current sewer pipe system is adequate to supply conveyance for the sanitary flows under PHF load conditions.

These proposed improvements have been prioritized based on hydraulic requirements into five projects. The estimate of probable project cost of the proposed sanitary sewer conveyance system improvements is estimated at \$500,075. As with the water system cost estimates, the cost for full roadway reconstruction is not included in the sanitary sewer estimate, but addressed in the stormwater cost estimate.

Parking and Roadway Considerations

GAI also evaluated the condition of the existing surface components including on-street parking facilities, roadway pavement, sidewalks, and curbs.

GAI reviewed several options with the City and it was decided to explore the idea of providing 90-degree parking to the outsides of the existing avenues and streets within the existing right-of-ways at locations where such parking may be needed. Based on the condition of the existing parking areas, a typical roadway cross-section solution was developed to enhance the parking facilities. Areas where this on-street parking enhancement could be provided were prioritized with input from the City. A construction cost estimate has been developed for the proposed parking spaces; however, the final location and cost will be based on an assessment of property restoration impacts, additional drainage and utility impacts. Locations for these improvements will be determined on a case-by-case basis as directed by City staff. Below are some illustrations of how additional onstreet parking opportunities could be created in conjunction with the utility upgrades.



Potential Parking Layout: 3rd Avenue South (Between Sate Road A1A and 2nd Street South)

Potential Parking Layout: 9th Avenue South (between A1A and 1st Street South)



We have evaluated the condition of the existing pavement, curbs, and sidewalks; and made recommendations for improving these components. The final determination for repair/rehabilitation of these surface components will be determined by the final design solutions for the storm sewer, sanitary sewer and potable water systems. Due to the fact that while the current conditions of these surface components may allow some sections to remain in place, should the proposed underground facilities require demolition of these above ground features, full reconstruction of these features will be required.

Cost Programming and Phasing

The CRA will appropriate funds for capital improvements in the Downtown Redevelopment Area on an annual basis according to priorities established by the CRA and the City. The number and type of projects and the amounts appropriated will be based on the amount of money available in

the Downtown Tax Increment Trust Fund (TIF). Typically, the appropriations are approved based on a final engineer or architect's estimate of the project cost or the actual bid price for the work from a private contractor.

Wastewater Treatment Plant (WWTP) Improvements

The City of Jacksonville Beach has been directed by agencies of the State and Federal governments to replace and upgrade the City's old, existing 4.5 million gallons per day (4.5 MGD) wastewater treatment facilities, at its existing location. The new plant will establish advanced wastewater treatment standards, from influent pump stations thru the entire treatment process thru effluent discharge, while maintaining existing treatment capacity during construction.

This project is designed to remove nutrients from the City's wastewater effluent before it is discharged into a Lower Saint Johns River, a federally designated impaired river segment, with an EPA-mandated 5-year cycle Nutrient Total Maximum Daily Load (TMDL) with requirement for Wastewater and Stormwater NPDES Permit holders to reduce nutrients significantly. For Jacksonville Beach, these mandates have required the upgrade of the city's wastewater treatment facilities to at or near Advanced Wastewater Treatment (AWT) Standards. The project must be constructed within the 5-year TMDL cycle, which began in 2008, with the State approval of the Lower St. Johns River Basin Management Action Plan. Due to the time constraints, the project design has been underway over the past 2 years at a cost of nearly \$1.5 million. Project design is complete, bids have been opened, and construction can begin soon after bid award.

Although the intent of this program to improve the water quality of the river is positive, it represents an unfunded federal mandate from EPA that poses a tremendous financial burden upon the City of Jacksonville Beach and our residents. The financial burden is currently estimated at nearly \$21.5 million for construction, which is larger than the City's entire general fund budget.

In developing a budget for the construction of the project, the City conducted a detailed assessment of the WWTP plant usage that is generated from the two community redevelopment districts – Downtown and South Beach. This assessment was based on potable water consumption from the Districts as a percentage of the consumption for the City as a whole. Analysis of this data showed that the Downtown and South Beach districts contributed 13.28 percent and 12.61 percent respectively to the total plant loading.

This analysis was conducted because the City has determined that the state- and federally-mandated construction of a replacement WWTP that fully complies with EPA standards directly benefits the residents and property owners of the districts by ensuring that the redevelopment of

the land within the districts can proceed free of any delays that might be forthcoming if the plant is not brought into compliance. Furthermore, the consumers of City water and sewer services residing or operating businesses within the Districts will also benefit by reducing the amounts that may be required due to increased monthly service charges resulting from additional debt service.

Therefore, the Downtown Community Redevelopment Plan is amended to add \$2,857,000 to the adopted Cost Programming and Phasing Section (Capital Improvement) of the Downtown Vision Plan.

Pending Projects

In addition to the annual operating expenses, including the commitment to continue the Downtown Community Policing Initiative; and debt service on outstanding tax increment revenue bonds, there are currently several downtown redevelopment projects in various stages of development to which TIF monies are committed.

REDEVELOPMENT PROJECTS PENDING BEFORE FY 2008				
	PROJECT NAME	APPROVED PROJECTS	PROJECT STATUS	DATE APPROVED BY CRA
1	2nd Street North Drainage Between 6th and 9th Avenue North	\$2,926,273 (TIF Revenue Bond Funds)	Design Phase	9/12/2005
2	Stormwater Outfall Extension	\$978,000	80% Complete	10/18/2004
4	Downtown Infrastructure Study	\$230,670	Project Study Phase	12/18/2006
5	4th Avenue Streetscape Improvements	\$315,785	Bid Received	7/30/2007
6	Downtown Vision Plan	\$139,018	Study in Progress	2/26/2007
7	SeaWalk Restoration, Beach Boulevard to 3rd Avenue North	\$1,500,000 (est.)	Need Approval for Design/Build	Request for Proposals Only
8	Property Acquisition for Future Redevelopment Purposes, Including Parking Facilities	\$8,000,000 (est.)	Property Appraisals	Property Appraisals Only
	Total	\$13,786,624		

Vision Plan Recommendations

The City has requested that the initial project phase plan include elements recommended in the Downtown Vision Plan. The costs associated with the development and implementation of these elements is not addressed under this Capital Improvement Program. However, this CIP does identify and address certain infrastructure improvement costs, within the limits identified by the Vision Plan.

The recommendations of the Downtown Vision Plan that would require tax increment funding, if they move forward to implementation, are listed below.

DOWNTOWN VISION PLAN CAPITAL PROJECTS	
GATEWAY CORRIDOR:	
Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	Estimated cost to be determined from engineering/architectural design
Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2 nd Street and 1 st Street	Estimated cost to be determined from engineering/architectural design
Introduce roundabout as a southern gateway to Downtown and as a traffic-calming feature on 1 st Street.	Estimated cost to be determined from engineering/architectural design
Organize parking between 1 st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	Estimated cost to be determined from engineering/architectural design
Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.	Estimated cost to be determined from engineering/architectural design
CIVIC CORRIDOR:	
Enhance pedestrian level lighting in Latham Park.	Estimated cost to be determined from engineering/architectural design
Develop new two-way street with parallel on-street parking along south side of Latham Plaza.	Estimated cost to be determined from engineering/architectural design
Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to replace existing surface parking space and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.	Estimated cost to be determined from engineering/architectural design
Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.	Estimated cost to be determined from engineering/architectural design
PIER CORRIDOR:	
Organize on-street parking on 4 th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	Estimated cost to be determined from engineering/architectural design
Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity.	Estimated cost to be determined from engineering/architectural design
Incorporate a driveway to for beach users to drop-off/pick-up as park of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)	Estimated cost to be determined from engineering/architectural design

DOWNTOWN VISION PLAN CAPITAL PROJECTS	
Relocate restroom facilities that are near Casa Marina.	Estimated cost to be determined from engineering/architectural design
Develop a public parking garage to serve beach users and area retail uses. Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or “sell” parking spaces to relieve on-site parking needs of new developments.	Estimated cost to be determined from engineering/architectural design
Introduce a roundabout at 1 st Street as a landmark element and to calm traffic along 1 st Street.	Estimated cost to be determined from engineering/architectural design
RETAIL CORRIDOR:	
Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6 th Avenue North and 1 st Street.	Estimated cost to be determined from engineering/architectural design
Introduce a roundabout at 1 st Street as a northern gateway to downtown and to calm traffic along 1 st Street.	Estimated cost to be determined from engineering/architectural design
Organize on-street parking on 6 th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	Estimated cost to be determined from engineering/architectural design
Organize on-street parking between 1 st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	Estimated cost to be determined from engineering/architectural design
NORTH-SOUTH STREETS:	
Introduce on-street parking spaces along either side of 3 rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3 rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	Estimated cost to be determined from engineering/architectural design
Reduce median cuts along 3 rd Street and introduce street trees along the median.	Estimated cost to be determined from engineering/architectural design
Relocate traffic signal from 2 nd Avenue North to 4 th Avenue North.	Estimated cost to be determined from engineering/architectural design
Introduce new crosswalks along 3 rd Street.	Estimated cost to be determined from engineering/architectural design
Introduce parallel on-street parking along 2 nd Street between Beach Boulevard and 7 th Avenue North.	Estimated cost to be determined from engineering/architectural design
Provide narrower travel lanes and introduce parallel on-street parking along 1 st Street between Beach Boulevard and Latham Park and between 3 rd Avenue North and 7 th Avenue North.	Estimated cost to be determined from engineering/architectural design

DOWNTOWN VISION PLAN CAPITAL PROJECTS

Develop 1 st Street as a “festival street” between 2 nd Avenue North and 3 rd Avenue North by varying the texture and color of roadway finish.	Estimated cost to be determined from engineering/architectural design
Enhance existing speed table between Latham Park and Sea Walk Pavilion.	Estimated cost to be determined from engineering/architectural design
Introduce traffic circles south of Beach Boulevard as traffic calming devices and neighborhood features.	Estimated cost to be determined from engineering/architectural design
Improve streetscapes (provide continuous sidewalks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets.	Estimated cost to be determined from engineering/architectural design

Downtown Redevelopment Area Infrastructure Improvements Study

The initial infrastructure improvements phase includes the modifications to beach access on Beach Boulevard, 3rd Avenue South, 1st Avenue South, 5th Avenue North and 7th Avenue North between 3rd Street and 1st Street. The overall Project Phasing Plan divides the total study area into several projects in the Downtown Redevelopment District. These project phases may then be funded on an annual basis to coincide with available CRA funding sources.

The organization of this phased reconstruction is aimed at allowing reconstruction of facilities in segments while maintaining essential city services, business access, residential access, and manageable construction housekeeping. Limiting the area of the project phases provides an opportunity to manage reconstruction efforts within the highly urbanized area of Downtown Jacksonville Beach and improves the public perception of the construction efforts.

Infrastructure redevelopment will include upgrades to water, sewer, and stormwater facilities, with affected roadway improvements. Roadway improvements may span from right-of-way to right-of-way, thus affecting reconstruction of curb, sidewalk, driveways, landscaping and relocation of utilities. Detailed engineering will be required to accurately identify this level of work.

The utility and roadway renovations will approximate the level of work accomplished under the Beach Boulevard pilot project. The work will not overlap the North 2nd Street Stormwater Project limits or any private development projects.

The table on the following page provides a summary of cost for each phase.

PROJECT PHASING				
Project Phase	Water	Sewer	Stormwater Exfiltration System	Total
1	\$28,181	\$0	\$5,407,464	\$5,435,645
2	\$100,992	\$0	\$5,444,030	\$5,545,021
3	\$62,317	\$134,795	\$6,170,861	\$6,367,974
4	\$242,915	\$0	\$4,213,555	\$4,456,470
5A	\$173,201	\$304,799	\$1,979,022	\$2,457,023
5B	\$138,436	\$60,481	\$848,161	\$1,047,069
Totals:	\$746,642	\$590,075	\$24,063,093	\$25,309,210

Note: Columns and rows may not total due to rounding.

The Project Phasing is shown on the map on the following page.

For detail of the probable cost data for the proposed reconstruction of the stormwater facilities divided into sub-basins, with water system and sewer system priorities included, refer to the *Appendix*.

DOWNTOWN COMMUNITY ASSISTED POLICING EFFORT A PLAN FOR A SAFER FUTURE

BACKGROUND:

Over the past twenty years, the infrastructure systems in downtown Jacksonville Beach have been completely rebuilt, physically transforming the area with new businesses and a creating vibrant downtown district. As we have made downtown a true destination for the metropolitan area of Jacksonville with over one million residents, we experience large crowds on a regular basis.

However, the success of the downtown has not come without challenges. The size of the crowds and number of visitors to our beach has grown exponentially over the years. And it is important to note that downtown has two different visitor populations, beach visitors in the day time and bar and restaurant patrons at night, both populations require police services.

With large crowds come other issues such as groups of people behaving badly and creating a perception that the area is unsafe and not family friendly. Gangs frequenting the beach have created public safety concerns. Vagrancy has been an issue for many years. Paid parking has helped provide a safer environment in the three city-owned parking lots, but some believe that not enough police officers are present in the area to maintain safe order.

A recent (2009) paid parking study concluded that most of the people who visit downtown Jacksonville Beach do not live in Jacksonville Beach. The Jacksonville Beach Police Department responded to 48,548 calls for service citywide in 2013. Over 25% of total calls for service received (12,299) were in the Community Redevelopment district ("the district"). Fifty-two percent (1,161) of the total arrests for the city came from within the district.

Most of the crimes committed in the downtown area are "quality of life crimes" such as drinking in public, public urination, and excessive alcohol consumption leading to related disturbances.

The City Council has directed staff to propose solutions to issues affecting the downtown area, including the following:

- Public Safety / Downtown Community Assisted Policing Effort (DT CAPE);
- Parking in the downtown area;
- Special events;
- Business recruitment; and
- Chronically Homeless Offender Program (CHOP).

Addressing these interrelated issues collectively is necessary to attract the mix of businesses and patrons that will ensure the future success of the City of Jacksonville Beach in general and downtown Jacksonville Beach specifically.

PUBLIC SAFETY / DT CAPE

Florida's Community Redevelopment Act allows City's and their CRA's to plan, organize, and fund ***community policing innovations*** as part of their community redevelopment plans. Relevant statutory provisions include:

163.340(23) Definitions

“Community policing innovation” means a policing technique or strategy designed to reduce crime by reducing opportunities for, and increasing the perceived risks of engaging in, criminal activity through visible presence of police in the community, including, but not limited to, community mobilization, neighborhood block watch, citizen patrol, citizen contact patrol, foot patrol, neighborhood storefront police stations, field interrogation, or intensified motorized patrol.

163.360 Community redevelopment plans.

(3) The community redevelopment plan may provide for the development and implementation of community policing innovations.

163.387 Redevelopment trust fund.

(6) Moneys in the redevelopment trust fund may be expended from time to time for undertakings of a community redevelopment agency as described in the community redevelopment plan for the following purposes, including but not limited to:

(h) The development of community policing innovations.

The Downtown Community Assisted Policing Effort (DT CAPE) is an innovative, community policing program in the Community Redevelopment Area (CRA). The program is a result of the City of Jacksonville Beach's effort to transform downtown into a vibrant place to socialize, shop, dine, and enjoy the city's top attraction, the beach. The city's holistic development strategy focuses on infrastructure improvement, code enforcement, zoning, special events, design standards, creating a positive environment for businesses to flourish, and creating a positive experience for visitors. The program is unique because the police department is part of a team that views redevelopment

as an interrelated system instead of independent actions. It is also innovative because the police department recognizes it is only a part of the criminal justice system and we cannot arrest our way out of problems. Although enforcement is the unit's main focus; prevention, education, working with other organizations for solutions, and alternatives to arrest are also explored. The city strategy has led to great success in the CRA. But the success of these efforts created new challenges for the city.

There are a myriad of issues pertaining to the overall development of the area that need to be addressed in a comprehensive way. Among them are the following that are specifically related to law enforcement.

- Over consumption of alcohol
- Underage access to alcohol
- Physical aggression
- Sexual aggression
- DUI
- Public Disorder
- Quality of life crimes
- Transients
- Crowd management
- Gang activity
- Not enough police presence
- Crime in parking lots
- The perception the area is not safe

The Jacksonville Beach Police Department's mission statement is "**Working with Citizens for a Safe Community**". The DT CAPE program takes the mission statement very seriously. The officers of the CAPE program view their mission as providing the highest level of customer service possible while working with the community to provide a safe environment for everyone to enjoy.

Policing is one component in a plan to improve the overall perception of safety in downtown Jacksonville Beach. The Downtown Community Assisted Policing Effort (DT CAPE) was started as a pilot program in 2008, with two police officers assigned full time to enhance public safety within the district. The pilot CAPE program was created with a focus on identifying problems early and facilitating innovative solutions with input from the stakeholders. Building on the success of the initial pilot program, it was expanded to include two more officers in 2009. In 2013, a supervisor (corporal) position was added.

Officers use several modes of transportation to patrol the area, including walking, bicycle patrols, Segways, ATVs, and quads, along with marked patrol vehicles. By getting to know the community closely and making multiple daily contacts with our residents, business owners and customers, DT CAPE officers became better acquainted with their concerns and are generally able to resolve issues in a timely manner.

When fully staffed, the Jacksonville Beach Police Department has 61 full-time sworn officers. The number of sworn officers is augmented with as many part-time officers as we are able to recruit. When dealing with the large weekend crowds that we traditionally experience from early March through the middle of August, the Department utilizes off-duty officers in a mandatory overtime capacity. It should be noted, however, that the late night crowds continue to be heavy on a year-round basis. We also reassign the Community Response Team (CRT), consisting of five detectives, to the downtown area during the summer months. Utilizing the CRT team, in conjunction with the current DT CAPE officers, it gives us up to ten officers to draw from for day-to-day operations in the downtown area.

A portion of overtime is funded by the Community Redevelopment Agency (CRA), as well as a Justice Assistance Grant (JAG). These funds in most situations have been adequate; however, with officers assigned to work overtime on many of their days off, officer "burn out" becomes an issue every year. Because the CRT is reassigned to the downtown area in the summer months, the unit is unable to investigate other crimes that we experience during this time. Investigations of drug and vice complaints as well as proactive enforcement and investigations of other quality of life crimes throughout the city are delayed.

The staffing levels during the 2013 season utilizing the current DT CAPE officers, CRT detectives, and assigned overtime off-duty officers, were no less than ten officers on Thursday, Friday, Saturday, and Sunday, which is the minimum level of staffing recommended for the downtown district. The majority of these officers were assigned at night to deal with the late night bar crowds. Although the other days of the week may not be as busy, they still require a law enforcement presence in the district.

The CRA district also requires a significant law enforcement presence during the day time hours for the large number of beach visitors. Although this demographic does not require the same level law enforcement service as the large nighttime crowds, a law enforcement presence is still required during the day time hours seven days a week in the summer.

In order to provide a higher level of service downtown, and to reduce the dependence on CRT staffing to augment police officers assigned downtown, an enhancement to the current DT CAPE program is being proposed. The enhancement includes the addition of personnel, a scheduled replacement program for DT CAPE vehicles, and a set of goals and objectives that have been tailored to address problems and concerns that are specific to the downtown environment.

ADDITION OF PERSONNEL

Current staffing for the pilot DT CAPE program is one corporal and four officers. The addition of three police officers and one sergeant would enable the program to provide a higher level of service. With this change, there would be one sergeant, one corporal and seven police officers assigned to the Downtown CAPE program.

The additional staffing could provide personnel for the enhanced enforcement of the current alcohol ordinance. Officers would also work proactively to reduce vehicle burglaries and auto thefts. Theft from the beach area within the district would also be addressed. Officers would act as regular liaisons with agencies, such as the Mission House, Sulzbacher Center, and the HOPE team that assist with the homeless population.

DT CAPE officers will be trained in code enforcement and assist the current code enforcement officers within the district. Dedicating officers to perform proactive duties such as this and Crime Prevention Through Environmental Design (CPTED) strategies will improve the perception of public safety downtown. It will also allow the officers to work in a proactive manner with businesses.

Overtime will still be required to augment the DT CAPE officers primarily on weekends, holidays and when there are special events.

PRELIMINARY FUNDING ESTIMATE FOR THE EXPANDED PROGRAM

Assuming a Downtown CAPE officer has a minimum of five years of experience, the cost for this enhancement to the DT CAPE initiative is estimated to be:

ESTIMATED 1ST YEAR OPERATING AND OPERATING EXPENSES¹			
	Current Program	Program Addition	Expanded Program TOTAL
Personnel	\$411,153	\$303,824	\$714,977
Overtime	\$142,098	\$0²	\$142,098
Operating costs: vehicle & security camera maintenance, fuel, supplies and court costs and filing fees	\$78,873	\$39,600	\$118,473
<i>Total Recurring Costs</i>	<i>\$632,124</i>	<i>\$343,424</i>	<i>\$975,548³</i>
Vehicles-4 marked patrol vehicles		\$110,000	\$110,000
Equipment: radio, vest, weapon, Taser, uniforms and gear		\$40,000	\$40,000
TOTAL	\$632,124	\$493,424	\$1,125,548

¹For illustrative purposes only. Actual annual costs are subject to review during budget process.

²No change to the current overtime budget for the DT CAPE program is request. Overtime will still be required to augment the DT CAPE officers on weekends, holidays and special events.

³After the first year, the recurring costs of this program are estimated to be \$975,548.

FIVE-YEAR CAPITAL PLAN

The current fleet of Downtown CAPE vehicles includes one SUV and four patrol vehicles. The SUV, a 2008 Chevy Blazer, was assigned to the unit for emergency response on the beach, response during street flooding, and response to calls for service in the district. Because the vehicle's frame and other parts are severely corroded, and repair cannot guarantee a return to service long enough to be cost-effective, the SUV has been taken out of service and needs to be replaced. Since the Blazer is no longer being produced, a Tahoe is being proposed as a replacement vehicle.

The Police Department uses primarily Chevrolet products for consistency in fleet maintenance. Currently, several Chevrolet Tahoes are in use by the Police Department. The Tahoe is an appropriate size for carrying equipment and transporting prisoners. As of January 10, 2014, the cost for the vehicle fully outfitted is \$33,709. The new vehicle will only be used for emergency response on the beach and not for routine patrol. This will increase the service life of the vehicle. Routine beach patrol will be conducted with the ATVs.

The Community Redevelopment Agency purchased a total of three patrol vehicles since the inception of the program. Vehicle #48, a 2008 Chevrolet Blazer, described above has been removed from service by the City's Vehicle Maintenance Division. Vehicle #1343, a 2013 Chevrolet Impala, will remain in service longer than five years and Vehicle #69, a 2007 Chevrolet Impala, will require replacement within two to three years.

Two additional vehicles that are being used by officers in the district were purchased through the general fund. Those are Vehicle #0953, a 2009 Chevrolet Impala, which will require replacement within five years; and Vehicle #1052, a 2010 Chevrolet Impala, which will require replacement within five years of this plan.

A five-year replacement plan makes budgeting more predictable and spreads out the costs of the program. Vehicles and equipment may require replacement earlier or later than what is described depending on their condition.

	PRIOR YR- 2014	FY2015	FY2016	FY2017	FY2018	FY2019	Total
Chevy Blazer (replace with Tahoe)	\$33,709						\$33,709
#69-2007 Impala			\$27,500				\$27,500
#0953-2009 Impala					\$27,500		\$27,500
#1052-2010 Impala						\$27,500	\$27,500
ATV					\$12,000		\$12,000

#1343-2013 Impala							\$0
P-25 Radios (4)				\$20,000			\$20,000
TOTAL	\$33,709	0	\$27,500	\$20,000	\$39,500	\$27,500	\$148,200
NOTE: Capital costs shown are for illustrative purposes only. Actual costs will be based on the best price available under the Florida Sheriff's Association state contract at the time the purchase is made.							

GOALS AND OBJECTIVES OF THE DOWNTOWN CAPE PROGRAM

The police department has incorporated goals and objectives into each year's business plan. The following proposed goals for the Downtown CAPE program are identical to those of the Jacksonville Beach Police Department. The proposed objectives, however, have been customized to address issues unique to the downtown area.

GOAL: Continually seek new and better methods to improve citizens' safety.

- **OBJECTIVES:**
 - Review planning procedures for all special events to foster a safe environment for our residents and visitors;
 - Educated our visitors about local laws and provide information on personal safety;
 - Aggressively enforce quality of life crimes;
 - Utilize patrol to check the beach in the early morning hours to alleviate sleeping and camping on the oceanfront;
 - Utilize new ATV equipment in directed patrols of the beachfront to monitor beachfront activity and safety;
 - Continue directed bicycle patrol efforts in the District's neighborhoods and shopping districts;
 - Ensure enforcement of alcohol ordinance compliance through regular checks and enforcement details; and
 - Deploy the tactical "Sky-lift" during major special events.

GOAL: Maintain strong partnerships with citizens to improve public safety.

- **OBJECTIVES:**
 - Utilize Citizens On Patrol's (COP's) and Citizens Police Academy Alumni Association (CPAAA) volunteers to monitor the camera system during major special events in the Downtown area;
 - Find alternatives in lieu of arrest of the homeless;
 - COPs will provide directed patrols in the District to create a higher level of police presence while working with DT CAPE officers;
 - DT CAPE officers will proactively address problems and seek solutions within the District by meeting with at least five businesses/residents per shift to learn about

issues facing downtown. The officers will then take action to address the applicable issues; and

- DT CAPE officers will provide instruction to citizen groups and businesses to inform them on safety related issues within the Downtown District.

GOAL: Develop professional employees through competent selection practices, ongoing training and career development.

• OBJECTIVES:

- Select employees who are experienced self-starters who have proven abilities in community policing;
- Provide officers with code enforcement and CPTED training to equip them with the skills to better work with businesses and property owners; and
- Provide advanced training to officers in specialty units such as DT CAPE.

GOAL: Continue the strong commitment to outstanding customer service.

• OBJECTIVES:

- Remain responsive to crime victims and keep them informed of case progress;
- Maintain a friendly and approachable demeanor;
- Empower officers to solve problems;
- Prevent crime through environmental design;
- Identify and mitigate graffiti within the District area;
- Work with other city departments and the community to properly plan for major special events; and
- Operate within budget parameters.

RECOMMENDATION:

1. Adopt a set of goals and objectives that have been tailored to address unique downtown concerns.
2. Approve a preliminary funding estimate for the expanded Downtown CAPE program which will allow for the addition one sergeant and three officers to the DT CAPE program, bringing the total number of officers in the unit to nine.
3. Approve a preliminary 5-year capital plan for the replacement of vehicles and equipment.

NOTE: The additional staffing in the DT CAPE will allow for adequate coverage during peak hours. It will provide CRT with the ability to address other duties citywide including, but not limited to the CRA. Overtime will still be required to meet staffing levels during peak times, primarily on weekends, special events, and for any identified special problems.

RESOLUTION 1928-2014 (September 2014 TIF Appropriation)

DETAILED SCOPE OF WORK				STATUS	APPROPRIATION AMOUNT
SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION					
DOWNTOWN VISION PLAN—PHASE III-B AND III-C (PART 1) PROJECTS					
Phase III-B Project (Beach Boulevard to 9th Avenue North) (CRA Funded)					
3 rd Street North	6 th Avenue North	9 th Avenue North	<ul style="list-style-type: none"> • Replace 2' galvanized water main • Replace sidewalk to be removed to replace water main • CONSTRUCTION ONLY: CRA portion of the overall 9th Avenue North to Seagate Avenue project to be designed under one agreement by Jones-Edmunds Engineers 	In Design	\$362,000
3 rd Street North	6 th Avenue North	8 th Avenue North	<ul style="list-style-type: none"> • Replace 2-inch water main (eastside, ½ block west side) • Replace sidewalk 	In Design	Cost = Incl. in above
3 rd Street North	8 th Avenue North	9 th Avenue North	<ul style="list-style-type: none"> • Replace 2-inch water main (eastside and west side) • Replace sidewalk 	In Design	Cost = incl. in above
Phase III-C Project (Part 1: Streets, Avenues, Street Ends, and Alleys from 11th Avenue South to 13th Avenue South) (CRA Funded)					
STREETS:					
South 1 st Street <i>General Design Standards</i>	11 th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> • Construct new asphalt roadway with standard curb-and-gutter, concrete sidewalks, marked bicycle lanes (no on-street parking), and grass or concrete utility strip • Install enhanced striping at intersections where sidewalks and stop sign are present • Relocate utilities toward the right of way • Construct new storm sewer piping and inlets • Replace sanitary sewer main crossings at alleys 	In Design	\$473,000
South 1 st Street	11 th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> • Replace 8-inch water main • Replace 8-inch sewer main from 10th Avenue South to 13th Avenue South 	In Design	\$73,000
South 2 nd Street <i>General Design Standards</i>	11 th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> • Construct new asphalt roadway with standard curb and gutter, concrete sidewalks, and grass or concrete utility strip • Provide on-street parking on east side of street • Install enhanced striping at intersections where sidewalks and stop sign are present • Remove existing palm trees in the right of way and replace with new cabbage palms (up to 4 per block on each side with irrigation) • Relocate utilities toward the right of way • Construct new storm sewer piping and inlets • Replace sanitary sewer main crossings at alleys 	In Design	\$326,000

DETAILED SCOPE OF WORK				STATUS	APPROPRIATION AMOUNT
SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION					
DOWNTOWN VISION PLAN—PHASE III-B AND III-C (PART 1) PROJECTS					
South 3 rd Street	11 th Avenue South	12 th Avenue South	<ul style="list-style-type: none"> • Replace 2-inch water main on east and west side of road • Replace sidewalk 	In Design	\$108,800
South 3 rd Street	12 th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> • Replace 2-inch water main on west side of road • Replace sidewalk 	In Design	Incl. with above
AVENUES:					
11 th Avenue South (including street end)	South 2 nd Street	South 3 rd Street	<ul style="list-style-type: none"> • Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Replace 8-inch water main between South 2nd and South 3rd Street • Construct new storm sewer piping and inlets 	In Design	\$272,700
12 th Avenue South (including street end)	South 1 st Street	South 3 rd Street	<ul style="list-style-type: none"> • Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed. • Improvements to the street end including concrete islands at entrance from South 1st Street and turnaround area at the east end, new asphalt paving and parking space striping, and drainage piping to direct run-off to the west with overflow to existing beach outfalls • Replace 6-inch water main • Construct new storm sewer piping and inlets 	In Design	\$512,500
13 th Avenue South (including street end)	South 1 st Street	South 3 rd Street	<ul style="list-style-type: none"> • Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Improvements to the street end including concrete islands at entrance from South 1st Street and turnaround area at the east end, new asphalt paving and parking space striping, and drainage piping to direct run-off to the west with overflow to existing beach outfalls • Replace 6-inch water main • Construct new storm sewer piping and inlets 	In Design	\$520,200
ALLEYWAYS:					

DETAILED SCOPE OF WORK				STATUS	APPROPRIATION AMOUNT
SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION					
DOWNTOWN VISION PLAN—PHASE III-B AND III-C (PART 1) PROJECTS					
Alleyway between 11 th Avenue South and 13 th Avenue South	South 1 st Street	South 2 nd Street	<ul style="list-style-type: none"> • Grade to drain to the streets and install concrete surface • Replace entrance driveways with sufficient radii to provide safe and easy ingress and egress • Remove and replace existing vitrified clay sanitary sewer piping with new PVC piping and connect to new mains in the streets 	In Design	\$92,400
STORM WATER MANAGEMENT SYSTEM:					
Beach Boulevard to 13 th Avenue South	Atlantic Ocean Bulkhead	South 3 rd Street	Pump Station #1 consisting of four pumps (75HP-9,500GPM each). Three pumps for capacity and one for standby. 240,000 cu. ft. storage with a 36" force main under SR A1A	In Design	\$5,950,000
Phase IV Projects:					
PARKING LOT AND CAPE STORAGE CONSTRUCTION					
North 2 nd Street Off-Street Parking Lot	3 rd Avenue North	4 th Avenue North	Construct surface parking lot (preliminary sketch plan for 91 spaces)	In Design	\$314,500
Downtown CAPE Storage Building	4 th Avenue North		Procure and install new sculpture at the entrance to the pier	In Design	\$430,000
TOTAL APPROPRIATION ("in Design" and Committed Project Elements) =					\$9,534,100

2015 ACTION PLAN

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
A.1 PUBLIC SPACES: Restrooms	
<p>a. <u>Add restroom at Oceanfront Park.</u></p> <p>Description: Construct a four-stall, unisex restroom and outdoor shower station. This project also includes remodeling of the Sea Walk Pavilion to provide secure storage for material and equipment, two-stall, unisex restroom, and performer's lounge.</p> <p>Estimated Cost: Oceanfront Park - \$250,000 / SeaWalk Renovations - \$250,000</p>	<p>b. <u>Extend the hours that they are open</u></p> <p>Description: Evaluate the cost and effectiveness of increasing the amount of time that public restrooms are available to be used.</p> <p>Estimated Cost: \$45,000 preliminary estimate for increase in annual operating cost only.</p>
	<p>c. <u>Develop an ongoing system to check the cleanliness of restrooms</u></p> <ol style="list-style-type: none"> I. Work program for maintenance contractor II. Establish regular cleaning program – Level of Service = every 90 minutes while restrooms are open III. Attendants wear uniforms <p>Description: Bid documents will be prepared and sent out for pricing. A new contractor will be retained to implement the enhanced maintenance program.</p> <p>Estimated Cost: Included in annual operating cost estimate for A.1.a, above.</p>
A.2 PUBLIC SPACES: Lighting	
<p>a. <u>Enhanced lighting at various locations where needed throughout the Downtown District</u></p> <p>Description: Continuously monitor existing lighting conditions and maintenance issues throughout the Downtown District and implement improvements or repairs on an as-</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>needed basis.</p> <p>Estimated Cost: \$10,000-\$25,000 annually</p>	
A.3 PUBLIC SPACES: Public Art	
<p>a. <u>Create and install additional public art features with beach/ocean life/surfer themes, such as lifeguards, fishing, oceanlife and surfing</u></p> <p>Description: Prepare a request for proposals, request for qualifications or competition for artists to design and create public art that has a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district.</p> <p>Estimated Cost: \$20,000-\$100,000</p>	
<p>b. <u>Murals on future parking structures and other blank walls, subject to review for sign code conformity, and consistency with beach/ocean life/surfer themes</u></p> <p>Description: Prepare a request for qualifications or competition for artists to design and create public art in the form of murals with a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district.</p> <p>Estimated Cost: \$20,000-\$50,000</p>	
A.4 PUBLIC SPACES: Pod-Type Seating	
<p>a. <u>Develop pilot program to provide pod type and/or shaded seating where appropriate in the Downtown area</u></p> <p>Description: Round concrete pods will be purchased and placed near the Jacksonville</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Beach Fishing Pier. Additional shapes and sizes are being evaluated and priced. Pod-type seating will be added as needed and where needed at various locations within the Downtown District.</p> <p>Estimated Cost: \$8,000</p>	
A.5 PUBLIC SPACES: Fishing Pier	
<p>a. <u>Improve pier entry identification signage (possible archway over access ramp from the SeaWalk and provide new, more attractive security fencing</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: \$100,000-\$150,000</p>	<p>b. <u>Consider increasing the functionality of the Pier by allowing special events to attract people of all ages, such as fishing tournaments, surf contests, food festivals, etc.</u></p> <p>Description: A pilot test of an event at pier with "Red Bull" Surf Expo was conducted . At this time no promoters have proposed other events.</p> <p>Estimated Cost: No increase</p>
A.6 PUBLIC SPACES: Signage	
<p>a. <u>Install additional wayfinding signs using the surfboard theme</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: Included in the cost estimate for A.5.a above</p>	<p>b. <u>Provide some type of temporary signage as needed to remind motorists to stop for pedestrians in crosswalks</u></p> <p>Description: The folding type signs are portable and can be placed in high volume pedestrian areas when officers are present to provide added safety for both pedestrians and motorists. The signs can be carried in the trunk of the officers' cars and used during special events, holidays, and bar closing. The proposal is to purchase six of the signs at a cost of approximately \$100.00 each.</p> <p>Estimated Cost: ±\$600</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>c. <u>Consider use of social media techniques to link public to information available on the City website, e.g., location of lifeguard station, restrooms, handicapped beach accesses, bike racks, etc.</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: Included in the cost estimate for A.5.a above</p>	
A.7 PUBLIC SPACES: Latham Plaza	
<p>a. <u>Develop a master plan to improve the use of public space at Latham Plaza</u></p> <p>Description: A preliminary design and proposed location will be developed utilizing shade sails with playground equipment placed on an artificial turf and poured in place mulch surface. Upon approval of the preliminary design and location, the final design will be prepared and the project will be constructed.</p> <p>Estimated Cost: \$240,000</p>	
A.8 PUBLIC SPACES: Streets	
<p>a. <u>Remove concrete barriers on 3rd Avenue North and North 1st Street</u></p> <p>Description: It will be determined if the removal of the concrete barriers is reasonably feasible. Once confirmed, the barriers will be removed and the barrier material disposed of. The barriers will be replaced by blending with</p>	<p>c. <u>Enhance landscape maintenance on North 1st Street and avenues between Beach Boulevard and 6th Avenue North</u></p> <p>Description: New bid will be sent out in the Fall to obtain a separate price for work in the downtown area that will increase service for</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>materials in adjacent areas. Work to be done by contractor.</p> <p>Estimated Cost: \$30,000</p>	<p>items that include palm trimming, fertilizer, and maintenance.</p> <p>Estimated Cost: \$35,000 per year</p>
<p><u>b. Improve the delineation between the roadway and pedestrian space on North 1st Street (bollars similar to type at the 1st Avenue North walkway)</u></p> <p>Description: In areas of 1st street where there is no clear delineation between the roadway and the public walkway, decorative bollards could be installed to provide a barrier between pedestrians and moving traffic. Where there is sufficient space, decorative bike racks could be used as an additional option. These would serve as barriers as well as provide additional bicycle parking. The Police and Public Works Department will map out proposed bollard and/or bike rack locations and secure approval of the proposed plan. The type of bollards will be selected and purchased with installation to be carried out by a contractor.</p> <p>Estimated Cost: \$30,000</p>	<p><u>d. Identify a suitable location or locations for dedicated taxi stands in the Downtown District</u></p> <p>Description: During peak hours, the parking spaces on the east side of 1st Street can be designated as "Taxi Only" parking. This provides a safe location for taxis and other livery vehicles to safely load and unload passengers. It will also provide livery vehicles a location to wait for fares at closing time for the establishments in the downtown area. This will be more convenient and safer for those looking for a taxi or other livery vehicle.</p> <p>Estimated Cost: Minor cost for signage and pavement markings</p>
B.1 TRANSPORTATION: Bicycling	
<p><u>a. Prepare and implement a master plan for additional, decorative bicycle racks at selected locations in Downtown; and enhance bicycle and vehicular safety</u></p> <p>Description: The Police Department has prepared an inventory of locations in the core area where new or additional bike racks are needed. In addition, the City will be evaluating installing decorative bike racks at some of the more visible locations as a part of a public art program. Prepare a RFP, RFQ</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>competition for a program to purchase and install both standard and custom bike racks in locations identified in the Police Department plan. Custom racks would be thematically tied to the beach/ocean life themes identified in the Public Art component of this plan and installed in a few highly visible locations in the Downtown core.</p> <p>Estimated Cost1: \$150,000</p>	
B.2 TRANSPORTATION: Roundabouts	
<p>a. <u>Conduct a traffic engineering analysis of the roundabouts on Beach Boulevard at 1st and 2nd Streets, and design and construct modifications as needed to improve traffic operations in the corridor</u></p> <p>Description: Prepare a scope of services for an in depth analysis of traffic operations on Beach Boulevard between 1st Street and 3rd Street to determine if any modifications to the existing roundabouts or moving lanes are justified. Obtain a fee proposal for traffic analysis and engineering design services through a continuing services firm or subcontractor. Design and construct modifications to the road segment if warranted.</p> <p>Estimated Cost: Traffic Study-\$35,000 / Engineering Design-\$25,000 / Construction-\$250,000</p>	
B.3 TRANSPORTATION: Pedestrian Safety	
<p>a. <u>Design and construct a well-marked pedestrian crossing with flashing signal and pavement lighting at 2nd Avenue North and 3rd Street</u></p>	<p>b. <u>Monitor on-going FDOT pedestrian safety study being conducted for a1a in Jacksonville Beach</u></p> <p>Description: In October, 2014 the FDOT completed "Pedestrian Roadway Safety</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: The FDOT has compiled relevant traffic incident data for the area around 2nd Avenue North at S.R. A-1-A for a proposed pedestrian/bike crossing and has scheduled the collection of pedestrian counts for the 1st and 2nd Avenue North intersections. With that data, FOOT staff is hopeful that the project can be implemented utilizing Safety funding, which could get the project implemented sooner than if it has to be programmed and compete for funding as a standard Work Program project.</p> <p>Estimated Cost: \$300,000</p>	<p>Audits" on State Road A-1-A from (1) the St. Johns County Line north to Beach Boulevard, and (2) from Beach Boulevard north to Atlantic Boulevard. Both studies culminated in a series of recommendations for short-, mid-, and long-term site specific safety related improvements. Some of the recommended improvements, such as a new pedestrian crossing at A-1-A and 2nd Avenue North, constitute stand-alone safety improvement projects, while others are identified for consideration during design of other work projects planned for these portions of A-1-A.</p> <p>Estimated Cost1: To be determined upon definition of project scope</p>
<p>B.4 TRANSPORTATION: Beaches Trolley</p>	
	<p>a. <u>Support the Jacksonville Transportation Authority in managing the efficient and effective operation of the Beaches Trolley to include:</u></p> <ul style="list-style-type: none"> i. Expanded hours of operation ii. Improved public information on trolley routes and schedules, including the use of social media to obtain route and schedule information iii. Improved trolley route and provide stops to optimum locations iv. Fifteen-minute headways during peak months v. Consider expanding trolley service during major special events, such as the bi-annual airshow <p>Description: Continue to use HA-prepared and other promotional materials to promote ridership on the Beaches Trolley through</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>social media, the City's website and other publicity.</p> <p>Estimated Cost: Minimal city costs if using JTA materials</p>
B.5 TRANSPORTATION: Parking	
<p>a. <u>Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North, including facilities to store police equipment</u></p> <p>Description: <i>Surface Parking Lot:</i> Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.</p> <p><i>Parking Structure:</i> Prepare a RFP/RFQ for consultant services to undertake a financial feasibility for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and construct the facility.</p> <p>Estimated Cost: Surface Parking Lot-\$400,000 to \$450,000 / Parking Structure-\$6.05M to \$7.85M</p>	<p>b. <u>Explore feasibility of private funding with a provider such as “Beach Buggies” to offer a shuttle program for Downtown workers on weekends utilizing parking spaces at the O&M Building on Shetter Avenue</u></p> <p>Description: The city will attempt to facilitate private partnerships that would provide parking at no cost to businesses at the O&M building on Shetter Avenue on weekends for their employees. With the assistance of a private livery service such as beach buggies, employees could be shuttled to the downtown area. This would free some of the limited parking in the downtown area, while saving employees money for parking if they coordinate times with other employees.</p> <p>Estimated Cost: No cost to the City</p>
	<p>c. <u>Prepare a pilot program seeking to reduce non-resident parking in residential areas where there is no off-street parking available adjacent to Downtown</u></p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>Description: In a limited area of the CBD, (1st Avenue South east of AIA to 4th Avenue South, excluding the unit blocks) provide resident-only, on-street parking to residents where no private parking available. Complete a block by block analysis of the available private parking to locate residents with no private parking available. Develop a sticker system to permit them to park on the street in restricted areas. In some area where businesses are located, two hour parking could be put in place to create turnover of those spaces. In areas where no residential parking is required, open parking will not change.</p> <p>Estimated Cost: Signage and other operating costs to be determined</p>
C.1 PUBLIC SAFETY: Managing the Nighttime Economy	
<p>a. <u>Train the downtown community policing team on code enforcement and ensure there is a positive police presence</u></p> <p>Description: The Downtown CAPE officers interact daily with businesses in the downtown area. They often have opportunities to observe code enforcement issues before they reach the level of issuing a notice of violation. The officers have the ability to see violations such as leaky dumpsters, smelly grease traps, and other such violations. They can promptly communicate the issue to the business before it reaches the level of enforcement action. The officers will also meet monthly with the codes enforcement officer for the city to discuss actions and exchange information.</p>	<p>b. <u>Continue police patrols in areas where illegal activities, such as drug or marijuana use, are occurring</u></p> <p>Description: The process of directed patrol to areas of concern is done continuously on a daily basis and is completed by DT CAPE officers as well as Patrol and Citizens On Patrol (COPs).</p> <p>Estimated Cost: Currently funded</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Estimated Cost: Minimal travel and training cost to secure State of Florida Code Enforcement Certification</p>	
<p>c. <u>Assist businesses with crime prevention, to include better environmental design</u></p> <p>Description: There are many aspects of crime prevention. The DT CAPE officers will work with the businesses to assist them with establishment lay out, lighting, how to better form lines, video placement, and many other things that can be done to provide a safer environment for customers.</p> <p>Estimated Cost: Minimal travel and training cost</p>	<p>d. <u>Change the alcohol ordinance to prohibit restaurants from removing tables and chairs to become nightclubs</u></p> <p>Description: Restaurants are required to follow many guidelines that bars are not required to follow. For instance, restaurants are required to derive 51% of all gross revenue from food. They are also required to serve full course meals and have seating for no less than 150 people to be served full course meals at all hours of operation. In some cases, the restaurants are not providing food to patrons at all hours of operation; in fact, they close kitchens completely. They have also broken down seating and moved it to the side to accommodate additional patrons for alcohol service. In many cases, the Florida Alcohol Beverage Department does not have the resources to enforce many of these violations. Jacksonville Beach could improve the language in the current alcohol ordinance to prevent establishments licensed as restaurants from becoming nightclubs.</p> <p>Estimated Cost: Cost to enforce may be absorbed in current operating budget</p>
<p>e. <u>Develop programs for alcohol employees and partner with businesses to provide consistent training and procedures, including uniforms, not over serving patrons, etc.</u></p>	<p>f. <u>Consider modifications to the regulations governing the hours of operation for restaurants with 4-COP-SRX beverage licenses</u></p> <p>Description: The city can modify the required closing time for restaurants serving alcohol, from 2:00am to any time after midnight by</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: Officers will also suggest a common type of clothing for door staff and management. This provides customers with an immediately recognizable figure to ask for assistance when needed. It also provides law enforcement the same ability to recognize staff in an emergency situation. Making this uniform from one establishment to the next has proven to assist customers in other areas with strong nighttime activity.</p> <p>Estimated Cost: No cost to the City</p>	<p>state law. If the city were to consider an earlier closing time, it would assist in public safety by having staggered closing times. It could also assist with transportation issues by not having so many people in the downtown area looking for a cab at the same time. On busy nights, many of the bars are at capacity for some time before closing. This would prevent people from moving from a restaurant to a bar when many bars are already at capacity.</p> <p>Estimated Cost: Cost to enforce may be absorbed in current operating budget</p>
<p>D.1 COMMERCIAL SPACES: Incentives for Non-Alcohol Businesses</p>	
<p>a. <u>Develop and implement a program of economic development incentives such as construction and remodeling/tenant/façade improvement loans or grants, short-term rental assistance, grease trap rebates, etc, for retail, food service or office-based businesses</u></p> <p>Description: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.</p> <p>Estimated Cost: \$250,000 for program start-up</p>	
<p>b. <u>Implement a grease interceptor rebate program available for all food service establishments in Downtown</u></p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: Implemented via Resolution 1938-2014. A qualifying grease interceptor installation is eligible for reimbursement of 50% of total qualifying costs, not to exceed \$5,000.</p> <p>Estimated Cost: Not to exceed \$5,000 per approved qualified grease interceptor rebate application.</p>	
D.2 COMMERCIAL SPACES: Business Development	
<p>a. <u>Continue working with Retail Strategies consultants, the business community, and property owners to identify and recruit a mix of restaurants and retail establishments that provide service for a variety of age groups</u></p> <p>Description:</p> <p><u>Retail Strategies</u>: Continuously monitor and evaluate consultant activity for the purpose of determining if their work is producing positive results and consider extensions to the agreement if warranted.</p> <p><u>Incentives Program</u>: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.</p> <p>Estimated Cost: \$250,000 for incentives program startup/Retail Strategies additional cost to be determined</p>	<p>b. <u>Work on ways to attract visitors during the off-peak seasons</u></p> <p>Description: Working with Visit Jacksonville, use Convention Development funds to pay for advertising and similar publicity to promote tourism in Jacksonville Beach in the off-peak season.</p> <p>Estimated Cost: Preliminary budget for FY2016: \$23,000</p>
D.3 COMMERCIAL SPACES: Downtown Branding and Marketing	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>a. <u>Implement a new wayfinding sign program using the surfboard theme to rebrand and market downtown</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: Included in the cost estimate for A.6.a above</p>	<p>b. <u>Explore visitor center concept possibly to be located at the Beaches Historical Park</u></p> <p>Description: Develop and produce promotional materials to market places to stay, places to eat, places to visit in Jacksonville Beach. Work with existing businesses including the Beaches Historical Park to identify locations where these materials could be distributed to visitors.</p> <p>Estimated Cost: \$5,000-\$20,000 for development; plus annual costs to update and print materials.</p>
D.4 COMMERCIAL SPACES: Public Welfare and Safety	
	<p>a. <u>Assist the homeless population by working with the HOPE team, Mission House, etc.</u></p> <p>Description: Through ongoing partnerships with many organizations such as Mission House, Sulzbacher Center, and the HOPE team, police will continue to work on reducing the homeless population in the city of Jacksonville Beach.</p> <p>Estimated Cost: No additional cost to the City</p>
D.5 COMMERCIAL SPACES: Zoning Regulations	
	<p>a. <u>Review outdoor bar and restaurant space and parking requirements, and consider allowing outdoor entertainment in the Jacksonville Beach Land Development Code</u></p> <p>Description: Revise the Land Development Code (LDC) to allow "outdoor restaurant and bar" areas under 200 s.f. as permitted uses in commercial zoning districts, with no</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>additional parking requirement. The Police and Planning and Development Departments are also working together to develop a reasonable and enforceable set of policies for consideration related to outdoor entertainment/music within outdoor restaurant and bar areas.</p> <p>Estimated Cost: \$7,500</p>
	<p>b. <u>Review the off-street parking requirement for restaurants and consider a 50% reduction to encourage restaurant (as opposed to bar) development</u></p> <p>Description: In addition to the relief proposed in Item a. above, revise the LDC to reduce the parking requirements for outdoor restaurant areas exceeding 200 s.f. by fifty percent (50%). Outdoor bar areas exceeding 200 s.f. would still be required to provide parking in the same ratio as for indoor bars.</p> <p>Estimated Cost: \$2,500</p>
E.1 ENTERTAINMENT AND EVENTS:	
	<p>a. <u>Schedule more city events in non-peak season rather than in the summer months</u></p> <p>Description: Special events policy has been changed to allow multiple day events during fall and winter months.</p> <p>Estimated Cost: No additional cost</p>
	<p>b. <u>Encourage more alcohol-free events that attract persons of all ages, such as farmer’s markets, car shows, art walks, Deck the Chairs, food truck rallies, etc.</u></p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>Description: Art walk and car shows are being permitted with the downtown business groups.</p> <p>Estimated Cost: No additional cost</p>
	<p>c. <u>Add more outdoor movies</u></p> <p>Description: An additional moonlight movie has been scheduled for "Opening of the Beach Weekend"</p> <p>Estimated Cost: \$6,000</p>
F.1 QUALITY OF LIFE: Cleanliness	
<p>a. <u>Pressure wash pavers in the Downtown streets, the SeaWalk, and dumpster areas to remove gum, oil stains, etc.</u></p> <p>Description: Researching product(s) / equipment for optimal removal of and enhance protection from gum, oil stains, etc. Then, implement via pilot project with contractor.</p> <p>Estimated Cost: \$50,000-\$7.5,000</p>	<p>b. <u>Cleanliness Campaign – “Leave Only Your Footprints Behind!”</u></p> <p>Description: Discussion of including an advertising agency to develop a campaign is being considered.</p> <p>Estimated Cost: To be determined</p>
<p>c. <u>Develop program for property and business owners to assist in keeping Downtown clean by picking up trash, cigarette butts, etc. on a daily basis</u></p> <p>Description: Work closely with all of the businesses in the downtown area to educate businesses and to begin a voluntary program to take pride in ownership by regularly picking up trash in and around their property. Stressing the importance of keeping all trash picked up in the downtown area will assist the city greatly in their daily efforts as well to keep the downtown pristine.</p>	<p>d. <u>Review and modify the beach clean-up contract, as needed, to improve its effectiveness; provide enhanced service between Beach Blvd and 6th Ave North on weekends and holidays</u></p> <p>Description: Developing scope with contractor on additional pickup in the afternoon during busy season (when school out) and during mild weather holiday weekends.</p> <p>Estimated Cost: Annually ±\$30,000</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Estimated Cost: No additional cost to the City	
F.2 QUALITY OF LIFE: Implementation of the Action Plan	
<u>Begin working to implement the action steps outlined above, which, as a whole, will have a dramatic impact on improving the quality of life in Jacksonville Beach</u>	
PROJECTS CARRIED OVER FROM 2007 VISION PLAN FOR DOWNTOWN JACKSONVILLE BEACH	
<p>a. <u>Continue implementation of Phase III of the Downtown Vision Plan Infrastructure Improvement Program east of South 3rd Street from Beach Boulevard to 13th Avenue South</u></p> <p>Description: Complete the design and begin construction of the roadway and utility improvements in the Phase III-C project area ("Project 1") between Beach Boulevard and 4th Avenue South. Complete the engineering design and permitting for the construction of the remainder of the Phase III area from 4th Avenue South to 13th Avenue South and develop a phasing plan based on the annual availability of tax increment trust funds to complete the work. This work will include reconstruction of the utility systems and all of the streets, alleys and street ends in the described area of the District.</p> <p>Estimated Cost: Project 1-\$5.0M / Balance of Phase III-C \$10.0M-\$12.5M</p>	
<p>b. <u>Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North</u></p> <p>Description: Surface Parking Lot: Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p><i>Parking Structure:</i> Prepare a RFP/RFQ for consultant services to undertake a financial feasibility analysis for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and construct the facility.</p> <p>Estimated Cost: Surface Parking Lot-\$400,000 to \$450,000/ Parking Structure-\$6.0SM to \$7.85M</p>	
<p>c. <u>North 2nd Street reconstruction per the Downtown Vision Streetscape Master Plan</u></p> <p>Description: Prepare engineering plans for the reconstruction of North 2nd Street from Beach Boulevard to 6th Avenue North generally following the layout and crosssection proposed in the adopted Downtown Vision Streetscape Master Plan and construct the project.</p> <p>Estimated Cost: \$750,000 to \$1,25M</p>	
<p>d. <u>Continue monitoring and evaluating existing regulatory measures; propose revisions as needed to promote business retention and development; and the preservation of residential areas</u></p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: On-going Planning and Development Department and Community Redevelopment Agency activity.</p> <p>Estimated Cost: No additional costs</p>	
LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS	
<p>a. <u>New Pablo Avenue Mixed Use Commercial Development; Consider constructing a new roadway on the south side of Latham Plaza and, in cooperation with a private developer, build a mixed use project including a boutique hotel, retail commercial space, and parking structure on the Latham Plaza parking lot site</u></p> <p>Description: Prepare a "notice of intent to negotiate" and select a developer for a public-private partnership for a redevelopment project as described above.</p> <p>Estimated Cost: To be determined through the negotiation process.</p>	
<p>b. <u>Pier Parking Lot Restaurant and Retail Development: In Conjunction with or following the construction of a new public off-street parking facility, consider developing a restaurant and/or retail project on a portion of the Fishing Pier parking lot</u></p> <p>Description: Prepare a "notice of intent to negotiate" and select a developer for a public-private partnership for a redevelopment project as described above.</p> <p>Estimated Cost: To be determined through the negotiation process.</p>	



Simulated Plan

To: City of Jacksonville Beach Community Redevelopment Agency

From: Jacob J. Schumer; Clifford B. Shepard

Date: August 11, 2020

Re: Analysis of Downtown Redevelopment Plan, as Amended (Work Task #1)

The following is a version of the Jacksonville Beach Downtown Redevelopment Plan with all language which we have determined to be effective and relevant, organized in a manner that mimics that of a typical plan where possible. This Plan can be used as a guide when acting under the current plan, determining what changes to make to the current plan, and eventually a skeleton for a future comprehensive amended plan.

Not all of the previous amendments lend themselves to easy translation. For example, the Original Plan's land use map has been amended by descriptions of "corridors" and other areas which might see amended uses, but has never been replaced by any map. Therefore, it is difficult to translate the amendments into an amended map. The map provided in the attached Figure 3 addresses this issue by calling out specific areas where the Vision Plan has amended the original land use map.

Note that the vast majority of the language in this document is taken directly from the plan documents themselves, and we have only added and modified language when necessary to provide context.

SIMULATED JACKSONVILLE BEACH DOWNTOWN REDEVELOPMENT PLAN

Table of Contents

Introduction	4
Redevelopment Powers and Requirements.....	5
Redevelopment Objectives.....	6
Community Core Values.....	6
Guiding Principles.....	6
Secondary Objectives	10
Implementation Strategy.....	11
Plan Adoption.....	11
Property Acquisition.....	11
Relocation Procedures	11
Demolition and Site Preparation.....	12
Property Disposition.....	12
Funding Sources	13
Cost Programming and Phasing	15
Plan Modification	15
Plan Duration.....	15
Severability.....	15
THE COMMUNITY REDEVELOPMENT PLAN	16
Description of Illustrative Proposals	16
New Development Fronting Latham Plaza	16
South Edge of Latham Plaza	16
Pier Park and New Development.....	17
Urban Design Strategies for Downtown Jacksonville Beach.....	18
Downtown Jacksonville Beach Vision Plan – “A Menu of Ideas”	22

Land Use Plan	25
Downtown Capital Improvement Program	26
Introduction	26
Downtown Redevelopment Area Infrastructure Improvements Study (Vision Plan).....	27
Traffic Circulation and Parking Plan.....	29
Stormwater Collection System	31
Potable Water Distribution System	36
Sanitary Sewer Conveyance System	37
Vision Plan Recommendations	37
DOWNTOWN CAPE	41
2015 ACTION PLAN	48

Introduction

This Redevelopment Plan represents a combination of the Jacksonville Beach Community Redevelopment Plan originally adopted in 1987 and the subsequent amendments, including the 2007 Vision Plan.

The Original Redevelopment Plan was prepared in accordance with Florida Statutes Chapter 163 Part III, under the direction of the Jacksonville Beach Community Redevelopment Agency. The preparation of the Community Redevelopment Plan was preceded by a Finding of Necessity adopted by City Council resolution on September 19, 1977. The original Finding of Necessity was amended by resolutions on July 16, 1979 and on September 17, 1984, for the purpose of modifying the boundaries of the Community Redevelopment Area. Several detailed studies have been prepared to document the conditions which demonstrate the need for redevelopment. The Community Redevelopment Area is depicted graphically in Figure 1 and the boundaries of the Community Redevelopment Area are described by legal description in the Appendix. City of Jacksonville Beach Ordinance 6950, adopted on March 20, 1978, established the Community Redevelopment Agency in accordance with Florida Statute 163.356.

Th[e] Original Redevelopment Plan [was] the culmination of a planning process which included detailed analyses of existing conditions, market potentials and public concerns. Several alternative concepts have been developed, evaluated and presented for public input. Background information gathered during the planning process was documented in a May 1986 report on the Phase I Inventory and Analysis and the Phase II Alternative Concepts. Detailed background data on the market study conducted for this plan is contained in a memorandum report dated June 1986.

The City has completed a number of strategic public investments – Latham Park, Amphitheatre, improved Board Walk and Pavilion, streetscape and the allocation of free public parking for the beach in the last decade. Because of these efforts, the Downtown Central Business District (CBD) is now positioning itself for new investment opportunities. The citizens, elected officials and staff have developed a vision plan that will prepare for and guide redevelopment in the Central Business District. The purpose of the Vision Plan is to provide the citizenry a thoughtful approach to how new development would not only maintain, but also improve the quality of life for Downtown Jacksonville Beach.

The process in creating the Vision Plan relied on a strong community involvement process which provided a variety of opportunities for public input through stakeholder interviews, a walking audit

of the Downtown and a three-day charrette with two formal presentations and two and half days of open house working sessions to the public.

The Vision Plan was formalized during the charrette from June 5 to June 7, 2007. During these three days, the values and priorities of the community were established, issues were identified and voted on, and the community provided solutions, desires and expectations. Almost 100 citizens, public official and staff members participated in the charrette effort. Each person provided valuable input in creating the Vision Plan.

Redevelopment Powers and Requirements

The Community Redevelopment Act of 1969, Florida Statute 163, Part III as amended, in recognition of the need to prevent and eliminate conditions of slum and blight, confers upon counties and municipalities the authority and powers necessary to carry out redevelopment activity. While many of the powers necessary to carry out redevelopment activities are assigned to the Community Redevelopment Agency, certain other powers are retained by the governing body, the Jacksonville Beach City Council. These powers are summarized and paraphrased as follows:

- o The power to determine an area to be a slum or blighted area and to designate such an area as appropriate for community redevelopment.
- o The power to grant final approval to community redevelopment plans and modifications thereof.
- o The power to authorize the issuance of revenue bonds.
- o The power to approve the acquisition, demolition, removal or disposal of property and the power to assume the responsibility to bear loss.

Other powers made available to community redevelopment agencies and/or governing bodies include, but are not limited to the following:

- o The power to acquire by eminent domain property deemed necessary for community redevelopment.
- o The power to construct improvements necessary to carry out community redevelopment objectives.
- o The power to dispose of property acquired in the community redevelopment area at its fair value for uses in accordance with the plan.
- o The power to carry out programs of repair and rehabilitation.
- o The power to plan for and assist in the relocation of persons and businesses displaced from a community redevelopment area.

- o The power to establish a redevelopment trust fund to receive tax increment revenues to fund redevelopment activities.
- o The power to issue redevelopment revenue bonds for the purpose of financing redevelopment activities.

All of the above-referenced powers and others provided by Part III, Chapter 163 may be required to carry out the intent of this Community Redevelopment Plan, and future modifications thereof.

Redevelopment Objectives

Redevelopment objectives for the Jacksonville Beach Community Redevelopment Area have been derived from adopted planning studies as well as from interviews with public officials, property owners and residents. A particular emphasis of the objectives is to achieve consistency with the adopted City of Jacksonville Beach Comprehensive Plan.

Community Core Values

The eight values listed below were identified by the community during the visioning exercise. These will serve as the foundation for redevelopment activities in the Downtown District.

Safety

Family Friendly

Walkability

Small community Feel

*Open Space/Views to Ocean/Beach
Access*

Entertainment

Gathering Place

Mix of Uses

Guiding Principles

The following five principles provide the necessary framework that was used to develop the Vision Plan.

Celebrate Our Assets

Enhance the *four major corridors* to the beach. Encourage mixed-use development along each corridor through investments in public realm (parks, gateway elements, streetscape) and infrastructure (on-street parking, new streets, parking garages).





Complete the Streets

In addition to improving the four major corridors to the beach, enhance the streetscape for 3rd Street, 2nd Street and 1st Street based on their vehicular and pedestrian mobility functions.

Mix-It Up

Link together individual pieces of public amenities and investments within the Downtown. Allow a mix of various uses especially in the four core corridors.



Be Family-Friendly

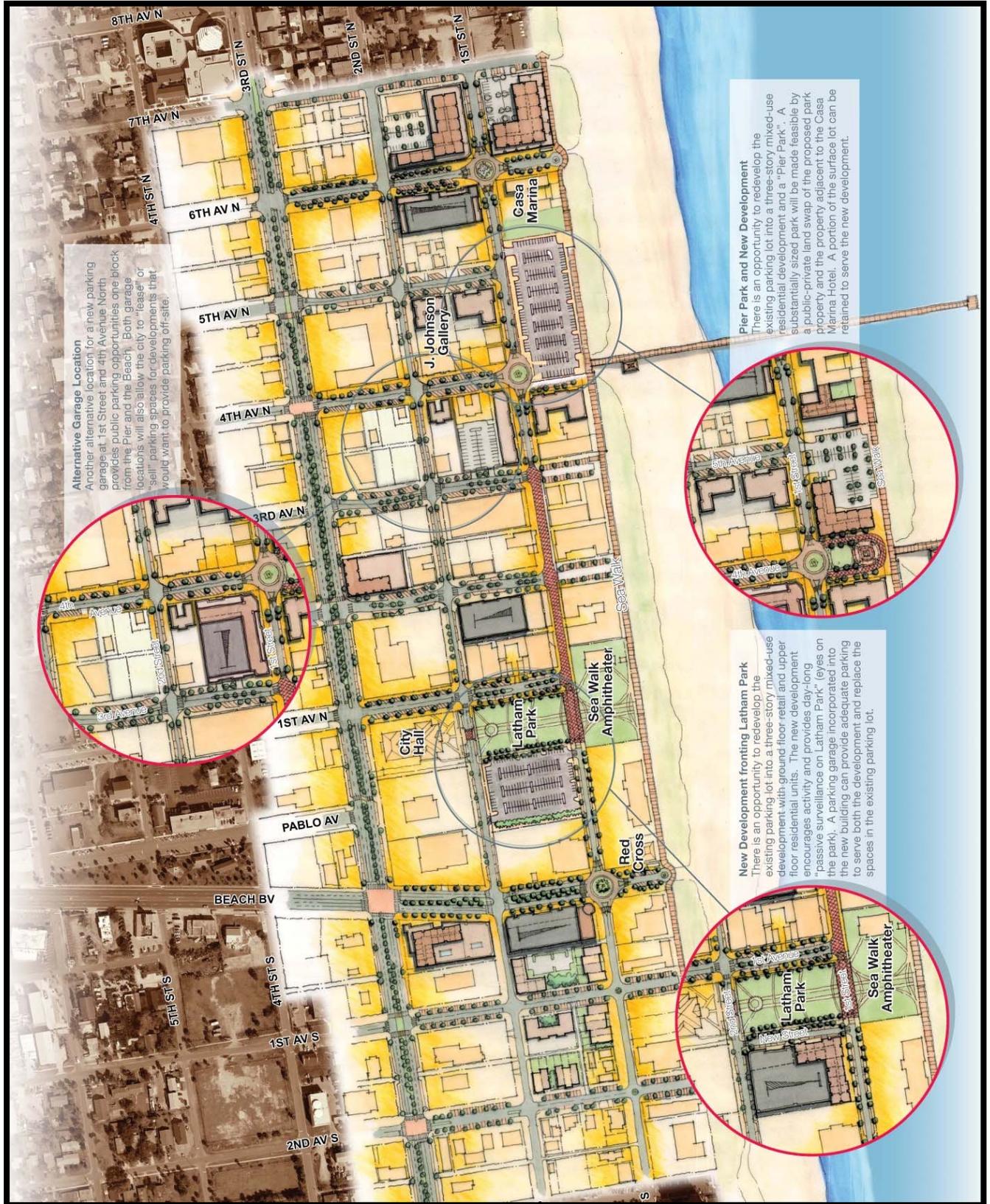
Program public spaces to accommodate family events and activities especially around the fishing pier and Latham Park. Encourage growth of neighborhoods toward the Downtown.

Design Matters

Develop design guidelines to ensure that private development pattern and character support the vision plan.



ILLUSTRATIVE REDEVELOPMENT INITIATIVES



Alternative Garage Location
 Another alternative location for a new parking garage at 1st Street and 4th Avenue North provides public parking opportunities one block from the Pier and the Beach. Both garage locations will also allow the city to "lease" or "sell" parking spaces for developments that would want to provide parking off-site.

Pier Park and New Development
 There is an opportunity to redevelop the existing parking lot into a three-story mixed-use residential development and a "Pier Park". A substantially sized park will be made feasible by a public-private land swap of the proposed park property and the property adjacent to the Casa Marina Hotel. A portion of the surface lot can be retained to serve the new development.

New Development fronting Latham Park
 There is an opportunity to redevelop the existing parking lot into a three-story mixed-use development with ground floor retail and upper floor residential units. The new development encourages activity and provides day-long "passive surveillance" on Latham Park (eyes on the park). A parking garage incorporated into the new building can provide adequate parking to serve both the development and replace the spaces in the existing parking lot.

DOWNTOWN VISION: A REDEVELOPMENT PLAN FOR JACKSONVILLE BEACH (August 2007)



Secondary Objectives

The following objectives shall apply to all redevelopment activities except when in conflict with the above Core Values and Guiding Principles:

General Objectives

- Eliminate the conditions of blight and prevent the spread of blighting conditions.
- Utilize selected public actions to stimulate and encourage private investment in redevelopment and rehabilitation activities.
- Encourage the core downtown area to develop as the center for cultural, entertainment and community activities within the City.
- Provide for reasonable plan flexibility in accommodating unforeseen private sector initiatives and future economic trends, consistent with these redevelopment objectives.

Economic Objectives

- Increase the tax base in the Community Redevelopment Area to assist in financing public actions to support redevelopment.
- Encourage the re-creation of a compact mixed-use code area, oriented to recreation, entertainment, specialty retail, tourism and housing.

Land Use Objectives

- Encourage the development of a mix of activities in the core area including residential, retail, hotel and office.
- Stabilize and enhance the predominantly residential portions of the redevelopment area through infill development and rehabilitation activity.
- Provide guidance to moderate building heights in the core oceanfront area and residential densities elsewhere in the community redevelopment area.
- Expand and enhance useable open space in the community redevelopment area to support and encourage greater pedestrian activity.
- Control the amount of land zoned for commercial use to stabilize predominantly residential areas and concentrate commercial activity in the core area.

Circulation and Parking Objectives

- Promote greater pedestrian circulation in the core area particularly along 1st Street and the Boardwalk.
- Maintain the existing street pattern with improvements as necessary to accommodate new development.
- Provide for seasonal adjustments in the core area circulation system to reduce vehicular through-traffic and increase pedestrian circulation.

- Provide incentives for the utilization of a shared public-private parking system.
- Maintain a reasonable supply of parking to serve beach visitors.

Utility Objectives

- Provide for the orderly replacement or expansion of water, sewer and drainage systems.

Urban Design Objectives

- Promote standards of high quality in the new development and rehabilitation consistent with the desired image of Jacksonville Beach.
- Create an exemplary public environment consisting of streets, pedestrian walks, plazas and open spaces.
- Promote compatibility and integration among public and private developments.

IMPLEMENTATION STRATEGY

Plan Adoption

Prior to approval of the Community Redevelopment Plan by the Community Redevelopment Agency, F.S. 163.360, requires that the plan be reviewed by the Local Planning Agency. The Agency is allowed up to 60 days to review and provide comments as to the conformance of the Community Redevelopment Plan with the Comprehensive Plan.

Following approval of the Community Redevelopment Plan by the Community Redevelopment Agency, it must be forwarded to the City Council. Following the required public hearing the City Council may adopt the Community Redevelopment Plan, after which it is considered to be in full force and effect.

Property Acquisition

The Community Redevelopment Agency shall acquire real property by purchase, condemnation, gift, exchange or other lawful means in accordance with, and as necessary to implement, the Community Redevelopment Plan.

Relocation Procedures

The Community Redevelopment Agency accepts responsibility to provide assistance to residents and businesses displaced as a result of the redevelopment actions sponsored and carried out by the Community Redevelopment Agency. The Community Redevelopment Agency shall strive to maintain the following policies and procedures:

1. Affected residents and businesses shall be provided adequate notification to permit relocation with minimum delay and hardship.
2. Affected residents shall be provided with assistance as necessary to secure comparable, adequate housing.
3. Provide businesses the opportunity to relocate within the Community Redevelopment Area, consistent with the intent of the Community Redevelopment Plan.
4. Provide fair and reasonable financial and other assistance to compensate residents and businesses affected by displacement.
5. Prior to the initiation of property acquisition conduct a survey of all residents and businesses likely to be affected by the acquisition. The survey shall identify specific relocation requirements and costs.

Demolition and Site Preparation

The Community Redevelopment Agency is authorized to demolish and clear structures and other improvements from any real property acquired by the Community Redevelopment Agency for the purpose of carrying out the intent of the Community Redevelopment Plan.

The Community Redevelopment Agency may construct, cause to be constructed, or request that the City of Jacksonville Beach construct streets, sidewalks, utilities, and beautification improvements as necessary to carry out the intent of the Community Redevelopment Plan.

Property Disposition

The Community Redevelopment Agency is authorized to sell, lease, exchange, assign, pledge, encumber by mortgage or deed of trust or otherwise dispose of real property in accordance with the intent of the Community Redevelopment Plan and with applicable law.

Disposal by sale or lease of real property shall be at fair market value in accordance with the development proposed by the Community Redevelopment Plan.

The Community Redevelopment Agency will provide opportunities for present owners to participate in the redevelopment effort through equity participation subject to satisfactory negotiations with selected developers. Property will be disposed of by a competitive process whereby interested developers will submit proposals including plans and specifications, financial statements, time schedules and proposed purchase and lease rates. Selected developers shall be required to execute bindings agreements which will safeguard the provisions of the Community Redevelopment Plan.

It shall be the policy of the Community Redevelopment Agency to strive to secure binding agreements with developers prior to expenditures by the Community Redevelopment Agency for real property acquisition, relocation and site preparation.

The Agency shall have the right to review and approve construction plans and to refuse to approve plans found not in conformance with applicable disposition agreements, covenants or other controls.

Funding Sources

The following section provides a general review of potential sources of funding for redevelopment actions.

In general, a variety of financing options are presently available to the Community Redevelopment Agency and the City of Jacksonville Beach. Among these are the following:

Tax Increment Financing

Tax increment financing is typically the major source of funding for redevelopment projects undertaken under the State of Florida Community Redevelopment Act. The provisions of FS 163.385 allow the City of Jacksonville Beach to issue redevelopment revenue bonds to finance redevelopment actions, with the security for such bonds being based on the “anticipated assessed valuation of the completed community redevelopment.” In this way, the additional annual taxes generated within the Community Redevelopment Area, the “tax increment,” is used to finance the long-term bond debt. Prior to the issuance of long-term revenue bonds, the City or Community Redevelopment Agency may issue bond anticipation notes to provide up-front funding for redevelopment actions until sufficient tax increment funds are available to amortize a bond issue.

The City of Jacksonville Beach currently has a redevelopment trust fund as required under FS 163.387 as the repository for increment tax funds.

General Revenue Bonds and Revenue Certificates

General revenue bonds issued by the city are another potential source of funding. These bonds are secured by the real property in the city and must receive voter approval. Revenue certificates provide funding pledged against other revenue sources such as the utility tax. Revenue certificates do not require voter approval.

Industrial Revenue Bonds (IRB's)

Industrial revenue bonds may be used to finance industrial, and some commercial projects. The primary emphasis on such projects is the creation of jobs, and as a consequence speculative ventures are not normally financed by this means. Such bonds are typically issued with repayment pledged against the revenues of the private enterprise being funded. IRB's are presently tax exempt and consequently are typically three percentage points below prevailing interest rates. Such financing has been used effectively throughout Florida.

Special Assessment Districts and Funds

The City of Jacksonville Beach could establish special assessment districts for the purpose of funding various improvements within an area or for support of the operating expenses of the Community Redevelopment Agency. Typically these types of funds are utilized in downtown areas to fund sidewalk or other streetscape improvements.

Community Development Block Grants (CDBG)

Communities with populations under 50,000 such as Jacksonville Beach are not considered entitlement cities—but need to compete with similarly sized communities for statewide CDBG dollars. These statewide allocations are based on municipal need and size of the resident population. Community Development Block Grants are a declining source of revenue at present and will probably represent a minor funding opportunity at best for Jacksonville Beach redevelopment.

Land Sales/Leases

Acquisition of property, and its preparation for development are powers available to the Community Redevelopment Agency under provisions of FS 163. The resale or leasing of such land at fair value to private developers can provide another source of income within the Community Redevelopment Area.

Contributions and Grants

Voluntary contributions by private companies, foundations and individuals is a potential source of income to the Community Redevelopment Agency. Although such contributions may only account for a small portion of redevelopment costs, they do provide opportunities for community participation with positive promotional benefits.

Urban Development Action Grant (UDAG)

Urban Development Action Grants (UDAG) is one of several grant programs at the Federal level designed to fund private development through leveraged public investment. Due to cutbacks in Federal funding and the anticipated scale of redevelopment in the City of Jacksonville Beach, this is not considered a strong source of funds at this time.

State Grants

Various grants and special legislative allocations are available from the State of Florida and are currently being pursued to support the cost of efforts to upgrade the recreational value of the beachfront.

Cost Programming and Phasing

The CRA will appropriate funds for capital improvements in the Downtown Redevelopment Area on an annual basis according to priorities established by the CRA and the City. The number and type of projects and the amounts appropriated will be based on the amount of money available in the Downtown Tax Increment Trust Fund (TIF). Typically, the appropriations are approved based on a final engineer or architect's estimate of the project cost or the actual bid price for the work from a private contractor. For funds appropriated to current projects, see Figure 2.

Plan Modification

The Community Redevelopment Plan may be amended or modified at any time subject to approval and adoption requirements imposed by F.S. 163.361.

Plan Duration

The redevelopment provisions, controls, restrictions and covenants of this Community Redevelopment Plan shall be effective until September 8, 2045.

Severability

If any provision, section or clause of the Community Redevelopment Plan is held to be invalid, unconstitutional, or otherwise legally inform, such decision shall not affect the validity of the remaining portions of the Community Redevelopment Plan.

THE COMMUNITY REDEVELOPMENT PLAN

Description of Illustrative Proposals

Following the core values and guiding principles identified during the visioning process, a “menu of ideas” for both public and private redevelopment initiatives is proposed. The following sections describe some of these ideas.

New Development Fronting Latham Plaza

There is an opportunity to redevelop the existing parking lot into a three-story mixed-use development with ground floor retail and upper floor residential units. The new development encourages activity and provides daylong “passive surveillance on Latham Plaza” (eyes on the park). A parking garage incorporated into the new building can provide adequate parking to serve both the development and replace the spaces in the existing parking lot.

South Edge of Latham Plaza



Existing (left): Fence and planting around park edge restrict park access and creates security problems.

Proposed (below): New street and development frames the park and provides the opportunity for “passive surveillance” of the area.



Pier Park and New Development

There is an opportunity to redevelop the existing parking lot into a three-story mixed-use residential development and a “Pier Park”. A substantially sized park will be made feasible by a public-private land swap of the proposed park property and the property adjacent to the Casa Marina Hotel. A portion of the surface lot can be retained to serve the new development.

Pier Landing



Existing (left): Pier terminated by a parking lot.

Proposed (below): New “Pier Park” provides a gathering place and terminates the view to the Beach along 4th Avenue North.



URBAN DESIGN STRATEGIES FOR DOWNTOWN JACKSONVILLE BEACH

The Vision Plan identified four corridors that are considered the premier entryways into the Downtown. Each corridor provides a terminus to the beach, identifies specific strategies that will implement the Vision Plan and classifies the timing of each strategy as follows: short term – immediately or within three years, mid-term, three to five years, and long term - more than five years.

THE FOUR CORRIDORS TO THE BEACH

Gateway Corridor

Beach Boulevard is the southern gateway to the CBD's core. Because of its regional transportation significance, the Boulevard is also an important commercial corridor, offering great visual and physical access to beach. The historic Red Cross lifeguard center terminates the corridor vista to the beach.



Civic Corridor



The City has put in tremendous public investment along 1st Avenue North, including the City Hall, the Latham Park, and the Sea Walk Amphitheater. Together with the Beach Boulevard corridor, the 1st Avenue North corridor anchors the southerly end of the Downtown. Some parking lots and underutilized properties around the new public investments are well positioned for redevelopment as mixed-use products to add vitality to Downtown's civic core.

Pier Corridor

4th Avenue North is another important east-west corridor to the beach. It is terminated by a public fishing pier and is where the J. Johnson Gallery is located. Both of these treasured public amenities call for additional care and attention to this corridor's streetscape treatments and future development character. Strategic public investments and development guidance will ensure that the current infill development trend along the corridor continues to catalyze the CBD's revitalization.

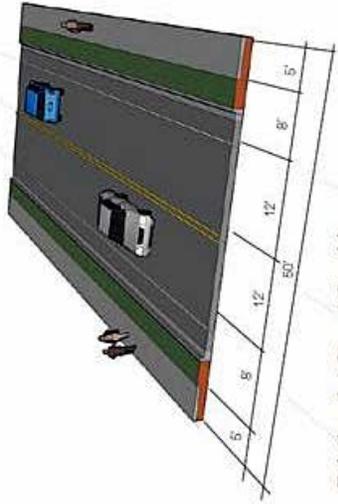


Retail Corridor

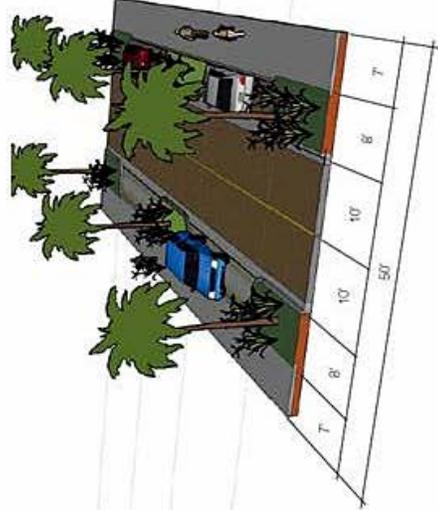


6th Avenue North marks the northern edge of the CBD. The historic Casa Marina Hotel anchors both the eastern end of the 6th Avenue North Corridor and the boardwalk. Properties along the Corridor are mostly underutilized and vacant. The opportunity exists to create a new retail shopping experience along this corridor that would complement the beach activities. New residential-based development will also encourage more yearround and daytime activity in the CBD.

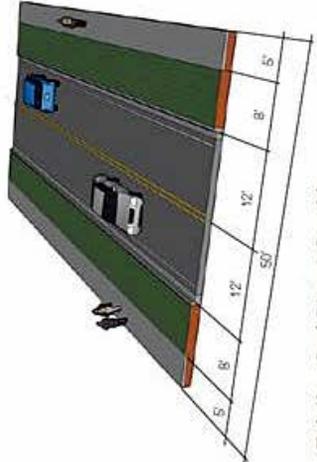
Existing and Proposed Cross Sections



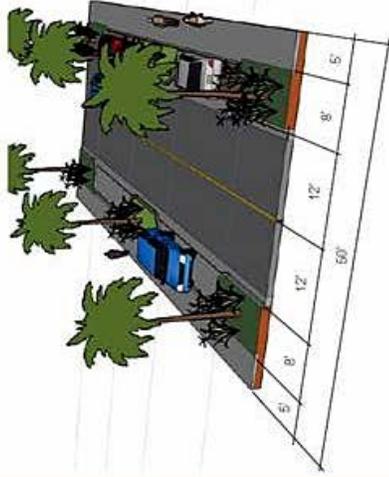
Existing 1st Street Corridor



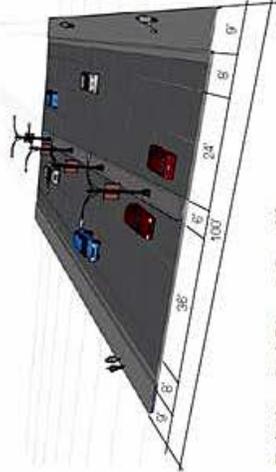
Proposed 1st Street Corridor



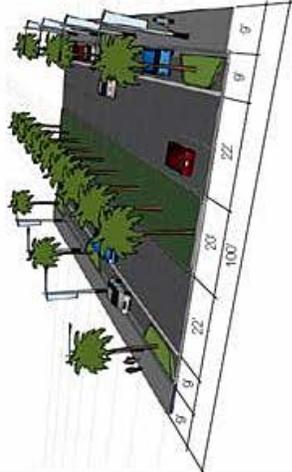
Existing 2nd Street Corridor



Proposed 2nd Street Corridor



Existing 3rd Street Corridor



Proposed 3rd Street Corridor



URBAN DESIGN STRATEGIES



DOWNTOWN VISION: A REDEVELOPMENT PLAN FOR JACKSONVILLE BEACH (August 2007)



DOWNTOWN JACKSONVILLE BEACH VISION PLAN – “A MENU OF IDEAS”

		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
GATEWAY CORRIDOR				
1	Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	●		
2	Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2nd Street and 1st Street	●		
3	Introduce roundabout as a southern gateway to Downtown and as a traffic-calming feature on 1 st Street.	●		
4	Organize parking between 1st Street and the SeaWalk and incorporate a traffic circle as a turn- around/drop-off point for beach users.	●		
5	Encourage new development to have a mix of uses and to front and address Beach Boulevard.	●		
6	Encourage the development of a joint-use parking garage serving existing and new commercial uses. The parking garage will have ground floor commercial uses along Beach Boulevard.		●	●
7	Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.		●	
CIVIC CORRIDOR				
8	Enhance pedestrian level lighting in Latham Park.	●		
9	Develop new two-way street with parallel on-street parking along south side of Latham Plaza.		●	●
10	Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to re- place existing surface parking space and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.		●	●

11	Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.			●
		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
PIER CORRIDOR				
12	Organize on-street parking on 4th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
13	Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity.	●	●	
13	Incorporate a driveway to for beach users to drop-off/pick-up as park of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)	●	●	
14	New residential and commercial development can frame either side of the new pier park and the view toward the beach and the fishing pier.		●	●
15	Relocate restroom facilities that are near Casa Marina.		●	●
16	Retain a portion of the existing surface parking lot to serve the new residential development.		●	●
17	Encourage infill residential-based mixed-use development along 4th Avenue North.	●	●	●
18	Develop a public parking garage to serve beach users and area retail uses. Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or “sell” parking spaces to relieve on-site parking needs of new developments.		●	●
19	Introduce a roundabout at 1st Street as a land- mark element and to calm traffic along 1st Street.	●		
RETAIL CORRIDOR				
20	Encourage the expansion of Casa Marina in a form, scale, and character that is respectful of the historic hotel.	●	●	

21	Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6th Avenue North and 1st Street.		●	
22	Introduce a roundabout at 1st Street as a northern gateway to downtown and to calm traffic along 1st Street.	●		
23	Encourage a concentration of retail shops along 6th Avenue North as part of new development.		●	●
		Short-Term 0-3 Years	Mid-Term 3-5 Years	Long-Term 5+ Years
24	Encourage residential-based mixed-use development on the north side of 6th Avenue North.		●	●
25	Organize on-street parking on 6th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	●		
26	Organize on-street parking between 1st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	●		
NORTH-SOUTH STREETS				
27	Introduce on-street parking spaces along either side of 3rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	●		
28	Reduce median cuts along 3rd Street and introduce street trees along the median.	●		
29	Relocate traffic signal from 2nd Avenue North to 4th Avenue North.	●		
30	Introduce new crosswalks along 3rd Street.	●		
31	Introduce parallel on-street parking along 2nd Street between Beach Boulevard and 7th Avenue North.	●		
32	Provide narrower travel lanes and introduce parallel on-street parking along 1st Street between Beach Boulevard and Latham Park and between 3rd Avenue North and 7th Avenue North.	●		

33	Develop 1st Street as a “festival street” between 2nd Avenue North and 3rd Avenue North by varying the texture and color of roadway finish.	●		
34	Enhance existing speed table between Latham Park and Sea Walk Pavilion.	●		
35	Introduce traffic circles south of Beach Boulevard as traffic calming devices and neighborhood features.	●		
36	Improve streetscapes (provide continuous side-walks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets.	●		

Land Use Plan

The Land Use Plan depicted in Figure 3 is consistent with the Redevelopment Objectives and with the City’s current Comprehensive Plan.

Design Review

The Community Redevelopment Agency shall be given powers of design review prior to the issuance of building permits for all new construction and substantial renovation projects conducted within the Community Redevelopment Area.

Redevelopment Use District Designations

All redevelopment activities involving acquisition and disposition of property by the Community Redevelopment Agency and all other development projects of a size of 3.0 acres or larger shall obtain designation as a REDEVELOPMENT DISTRICT. The provisions of this district shall be substantially the same as those which currently apply to the Planned Unit Development (PUD) designation as per Article VII of the City of Jacksonville Beach Land Development Code. The purpose of this provision is to foster creative design and planning practices among redevelopment projects in conformance with the intent of the Community Redevelopment Plan. The Community Redevelopment Agency, under direction of the City Council, shall have responsibility to administer, review and approve Redevelopment Use District designations for projects which support the intent of the Community Redevelopment Plan.

Urban Design Guidelines

- The Community Redevelopment Plan does not seek to impose any single architectural or historical style within the Community Redevelopment Area. However, styles which are clearly non-indigenous to the region and out of character are discouraged. Specific examples of non-indigenous styles include Tudor and Colonial.
- In general the preferred building material is concrete and stucco, including coquina-impregnated stucco.
- Non-indigenous masonry, stonework and all “imitation” materials are to be avoided.
- Light colors, including pastels are preferred for all building and paving surfaces.
- Wood construction is discouraged except in low-moderate density residential construction.
- Ground floor uses, particularly retail uses should seek to maintain maximum continuity with adjacent sidewalks, and maximum visibility with use of glass storefronts.

Downtown Capital Improvement Program

Introduction

In December 2006, the City of Jacksonville Beach (City) retained the services of GAI Consultants, Inc. (GAI), to conduct an engineering analysis to determine the need for roadway and infrastructure improvements in the Jacksonville Beach Downtown Community Redevelopment Area (CRA). The Downtown CRA limits extend from 13th Avenue South to 9th Avenue North and from 3rd Street (State Road A1A) to the Atlantic Ocean. This area encompasses a total of 161 acres. The scope of engineering services includes providing an Engineering Report for Infrastructure Improvements consisting of a Stormwater Master Plan, and evaluation reports for water and sewer facility improvements. Underground and surface improvements will address roadway and right-of-way impacts. A typical parking detail and plan is also provided. Locations for these improvements will be determined on a case-by-case basis as directed by City staff.

The Community Redevelopment Agency (CRA) has the ability to fund infrastructure improvements with the downtown CRA through its Downtown Tax Increment Trust Fund (TIF), and may appropriate such monies for future capital improvements projects. The proposed improvements identified by GAI will complement the 1996 Infrastructure Improvement Pilot Project. This pilot project was designed to extend redevelopment into the Downtown Central District. This pilot project upgraded and replaced water, sewer, and stormwater facilities and the resulting roadway improvements that included landscaped medians, parking, curb, sidewalk, pavement imprints and other miscellaneous reconstruction elements.

This section of the Redevelopment Plan summarizes the assumptions, evaluations, results and recommendations developed from modeling and analysis of the existing infrastructure components in the study area. A probable engineering cost estimates for the facility upgrades is

provided with a recommended project phasing. The reader is directed to the full *Downtown Redevelopment Area Infrastructure Improvements* report by GAI Consultants, Inc., which available for review in the Offices of the Community Redevelopment Agency (Planning & Development Department), 11 North 3rd Street or the Public Works department at 1600 Shetter Avenue.

Downtown Redevelopment Area Infrastructure Improvements Study (Vision Plan)

The initial infrastructure improvements phase in the Vision Plan includes the modifications to beach access on Beach Boulevard, 3rd Avenue South, 1st Avenue South, 5th Avenue North and 7th Avenue North between 3rd Street and 1st Street. The overall Project Phasing Plan divides the total study area into several projects in the Downtown Redevelopment District. These project phases may then be funded on an annual basis to coincide with available CRA funding sources.

The organization of this phased reconstruction is aimed at allowing reconstruction of facilities in segments while maintaining essential city services, business access, residential access, and manageable construction housekeeping. Limiting the area of the project phases provides an opportunity to manage reconstruction efforts within the highly urbanized area of Downtown Jacksonville Beach and improves the public perception of the construction efforts.

Infrastructure redevelopment will include upgrades to water, sewer, and stormwater facilities, with affected roadway improvements. Roadway improvements may span from right-of-way to right-of-way, thus affecting reconstruction of curb, sidewalk, driveways, landscaping and relocation of utilities. Detailed engineering will be required to accurately identify this level of work.

The utility and roadway renovations will approximate the level of work accomplished under the Beach Boulevard pilot project. The work will not overlap the North 2nd Street Stormwater Project limits or any private development projects.

The table on the following page provides a summary of cost for phases 4, 5A and 5B.

PROJECT PHASING				
Project Phase	Water	Sewer	Stormwater Exfiltration System	Total
4	\$242,915	\$0	\$4,213,555	\$4,456,470
5A	\$173,201	\$304,799	\$1,979,022	\$2,457,023
5B	\$138,436	\$60,481	\$848,161	\$1,047,069
Totals:	\$746,642	\$590,075	\$24,063,093	\$25,309,210

Note: Columns and rows may not total due to rounding.

INFRASTRUCTURE IMPROVEMENT PHASING PLAN



**DOWNTOWN VISION: A REDEVELOPMENT PLAN
FOR JACKSONVILLE BEACH (August 2007)**



Traffic Circulation and Parking Plan

Traffic Circulation

A traffic circulation plan (“Original Traffic Plan”) was developed to optimize access to the individual plan component land uses as well as to increase the efficiency of the critical intersections within the project area. As indicated in Figure 5 in the 1987 Redevelopment Plan, the basis of the Original Traffic Plan was the development of a double counter clockwise one way traffic flow plan. This plan involved the one way designation of Beach Boulevard from Third Street eastbound to First Street, thence northbound on 1st Street to 1st Avenue North, thence westbound on First Avenue North back to Third Street. The other recommended one way configuration involved 3rd Avenue North from Third Street eastbound to 1st Street, thence northbound on 1st Street to 5th Avenue North back to Third Street. Second Street would maintain a two way traffic flow as would 2nd and 4th Avenues North. The section of 1st Street from 1st Avenue North to 3rd Avenue North could remain closed on a seasonal basis. The rerouting of through traffic on 1st Street could negotiate a one block offset over to 2nd Street during peak season closure of 1st Street. The Original Traffic Plan is attached as Figure 4.

GAI evaluated the condition of the existing surface components including on-street parking facilities, roadway pavement, sidewalks, and curbs. GAI reviewed several options with the City and it was decided to explore the idea of providing 90-degree parking to the outsides of the existing avenues and streets within the existing right-of-ways at locations where such parking may be needed. Based on the condition of the existing parking areas, a typical roadway cross-section solution was developed to enhance the parking facilities. Areas where this on-street parking enhancement could be provided were prioritized with input from the City. A construction cost estimate has been developed for the proposed parking spaces; however, the final location and cost will be based on an assessment of property restoration impacts, additional drainage and utility impacts. Locations for these improvements will be determined on a case-by-case basis as directed by City staff. Below are some illustrations of how additional onstreet parking opportunities could be created in conjunction with the utility upgrades. This plan replaces the Original Traffic Plan where the two plans conflict.

Parking

The first step in evaluating the parking needs associated with the redevelopment effort is to determine the appropriate parking ratios for each component land use. Data on parking utilization compiled by the Institute of Transportation Engineers was used to evaluate the adequacy of the parking ratios currently required by the zoning ordinance. For all uses except residential the

parking ratios mandated at present by zoning were found to be consistent with actual peak parking demand. For residential use, data indicates an average peak weekday parking rate of 0.95 occupied spaces per unit with a maximum rate of 1.67 spaces per unit. Thus, it appears that the current requirement of 2.25 spaces per unit may be excessive, particularly for small unit multi-family development where joint use shared parking may be available. It is proposed that the current requirement be reduced to 2.0 spaces, subject, however, to modification and negotiation with prospective developers. Table 1 indicates proposed parking rates.

TABLE 1. PROPOSED PARKING RATES

<u>Land Use</u>	<u>Proposed Parking Ratio</u>
Specialty Retail	4 spaces/1000 GSF
Multi Family	2.0 spaces/DU
Bandshell	1 space/3 “seats”
Office	1 space/300 GSF
Attraction	1 space/200 GSF

Source: England Thims & Miller



Potential Parking Layout: 3rd Avenue South (Between Sate Road A1A and 2nd Street South)

Potential Parking Layout: 9th Avenue South (between A1A and 1st Street South)



We have evaluated the condition of the existing pavement, curbs, and sidewalks; and made recommendations for improving these components. The final determination for repair/rehabilitation of these surface components will be determined by the final design solutions for the storm sewer, sanitary sewer and potable water systems. Due to the fact that while the current conditions of these surface components may allow some sections to remain in place, should the proposed underground facilities require demolition of these above ground features, full reconstruction of these features will be required.

Alternative Parking Garage Locations

In addition to those described in the Plan Objectives, possible parking garage locations are on Beach Boulevard, southeast corner of 2nd Street North, 2nd Street North @ 3rd Avenue North, or 6th Avenue North. Another alternative location for a new parking garage at the northwest corner of 1st Street and 3rd Avenue North (“The Ritz Lot”), which provides public parking opportunities located just one block from the Pier and the Beach. Construction of a public garage at any of these locations will also allow the city to “lease” or “sell” parking spaces for developments that would want to provide parking off-site.

Stormwater Collection System

The Stormwater Master Plan separates the downtown drainage area into three major basins. The three basins are delineated to separate the Beach Boulevard Stormwater Basin located within the urban core, from the North Basin and South Basin limits. The North Basin spans from 5th Avenue North to 9th Avenue North. The Beach Boulevard Basin Spans from Beach Boulevard to 4th Avenue North, and the South Basin Spans from 1st Avenue South to 13th Avenue South. Refer to the map on the following page showing the existing stormwater basins.

The existing drainage system was modeled using ASAD, a rational method analysis program that computes the hydraulic grade line from sub-basin areas. The model routes stormwater through conveyance structures and identifies flooding conditions at each inlet. The model utilized a 10-year storm design frequency in order to meet the minimum level of service required by the City of Jacksonville Beach. Model results confirm that portions of the system are undersized and in need of upgrades. Previously upgraded storm sewer facilities, including the Beach Blvd Basin, 5th Avenue North and 11th Avenue South are deemed adequate.

STORMWATER DRAINAGE BASINS



**DOWNTOWN VISION: A REDEVELOPMENT PLAN
 FOR JACKSONVILLE BEACH (August 2007)**



Presently, beach outfalls exist throughout the study area and in most cases, serve as the primary outfalls for stormwater. The City has recently reconstructed the beach outfalls, and reconstructed several of the beach parking areas through developer-assisted improvements. The City anticipates that these beach outfalls are to be maintained for the present.

A St. Johns River Water Management District (SJRWMD) Permit will be required for modifications to the existing systems. The North Basin will be submitted as a Standard Permit, and the South Basin will be submitted as a General Permit. SJRWMD Permits are active for 5-years and can be extended another 5 years.

The stormwater management system will meet current and future drainage needs and allow for development within each basin. The new system will provide adequate facilities to meet water quality and provide conveyance systems for a future build-out of the area based on an 80 percent impervious condition. If a developer desires to increase the impervious area above the 80 percent impervious condition, drainage facilities must be constructed on-site to provide for the additional treatment volume required, and control discharges to the 80 percent development discharge rate. This study does not consider a redirection of beach outfalls within the existing beach outfall drainage boundary if beach parking area reconstruction is required, or other roadway reconstruction in areas has been recently completed as part of City or privately initiated redevelopment projects. The City desires to avoid reconstruction of recently improved areas.

Conceptual designs have been evaluated that consider taking all of the stormwater from the entire drainage basin including the beach outfalls and providing alternate means of disposal. Redirection of flows will require treatment of the diverted volumes of stormwater runoff and conveyance of the added flow. In areas where proposed stormwater infrastructure is planned, redirection of flow away from the beach outfalls will be subject to detailed engineering and further cost analysis. A Drainage Connection Permit will be required for any modifications to the FDOT drainage systems, and thus requires compliance with FDOT Rule 14-86.

Two alternate stormwater management concepts were developed to resolve the flooding issues and meet the permitting requirements. Alternate 1 provides treatment in the form of exfiltration systems located within the existing right of way, with overflow from these systems connected to the existing FDOT and/or beach outfalls. This option will also require attenuation to limit the discharge rate to be equal to or less than the existing discharge rate.

Alternate 2 proposes the construction of stormwater vaults, pumps, and force mains that will discharge stormwater to areas where new ponds can be constructed, or existing ponds can be upgraded.

Both Alternates will require the City to reconstruct streets within the downtown limits due to the level of expected reconstruction resulting from stormwater management facility installations and establishment of new roadway profiles. Roadway longitudinal profiles will ensure positive grades for conveyance to new drainage inlets.

Alternate 1 (Exfiltration System) will consist of perforated pipe surrounded by a layer of coarse aggregate wrapped in filter fabric to separate it from the surrounding soil. Each exfiltration system must be designed to site-specific requirements. Exfiltration system limits typically will be located in the Avenues between 3rd Street (State Road A1A) and 2nd Street, 2nd Street and 1st Street, and under the parking areas when feasible. The proposed exfiltration system will modify drainage areas for 5th Avenue North through 9th Avenue North, and 1st Avenue South through 13th Avenue South.

The City has indicated that Beach parking areas can be utilized for the installation of the exfiltration systems, but recommends restricting them to those locations that have not been previously reconstructed. This would include 9th Avenue North, 8th Avenue North, 6th Avenue North, 7th Avenue South, 10th Avenue South, 12th Avenue South and 13th Avenue South. Exfiltration systems within the North Basin will be connected to existing 3rd Street (State Road A1A) drainage system or the 2nd Street Stormwater Project currently under design. The estimate of probable project cost for Alternate 1 is \$25,246,485.00.

Alternate 2 (Pump/ Vault System) will include the construction of a vault and pump system similar to the Beach Boulevard pump system. The City has indicated that the pump option will only be considered in the South Basin. The City requested that GAI provide consideration of two pump systems that would result in force main outfalls. One would be connected to the 12th Avenue South stilling Basin and the other to the existing City Golf Course pond location, which is the same outfall utilized by the Beach Boulevard Pump Station. The estimate of probable project cost for Alternate 2 is \$36,589,774.00, excluding the cost of stormwater ponds. The City is proposing to enlarge the existing golf course stormwater ponds as part of the North 2nd Street Stormwater Collection and Treatment project.

Additional key considerations of the study are as follows:

- Alternate 1 is proposed for both the North and South Basins, while Alternate 2 is only proposed for the South Basin, as requested by the City.
- For the North Basin area, the exfiltration system is recommended to be incorporated into the 2nd Street Stormwater Project currently under design or directed to the beach outfalls.
- Reconstruction of the Beach Boulevard beach ramp estimated at \$211,940 has been included in the cost programming.

- For the South Basin area, GAI would recommend that the exfiltration option be considered initially in order to maintain the most economical approach to the stormwater improvements. Alternate 1 (Exfiltration System) offers an estimated \$11.8 million savings over Alternate 2 (Pump/ Vault).
- Although limited geotechnical evaluation supports the use of an exfiltration system for the study area, a detailed geotechnical survey will need to be performed in order to verify the suitability of the proposed system for specific basins throughout the study area.
- Even though Alternate 1 (Exfiltration system) is being recommended throughout the South Basin, the City could also consider draining 9.25 acres of the South Basin to the 12th Avenue South Stilling Basin, utilizing a vault/pump system. This option would require further review to complement this study and to clearly identify the available capacity of the outfall. A cost comparison between the exfiltration system and the pump/vault system for the 9.25 acres is \$4.2 million, and \$7.6 million, respectively.
- Areas such as 5th Avenue North, 11th Avenue South from 1st to 2nd Street, and several other beach parking areas have been recently reconstructed as part of redevelopment efforts. New construction in these areas will be avoided. The probable cost estimates developed as part of this study account for maintaining these areas.

Potable Water Distribution System

The water distribution system model was analyzed under two main loading scenarios: Existing Conditions (Year 2006) and future Full-Build out Conditions (Year 2020). Multiple simulations were created and analyzed to account for combinations of the Maximum Daily Flows (MDF) and Needed Fire Flows (NFF). The model was constructed from record data received from the City and field substantiation of the data, as observed by GAI staff.

The modeling and analysis of the water distribution system and the review and analysis of existing utility data has yielded recommendations for prioritization of the proposed improvements. This prioritization was based first on the need for hydraulic improvements with secondary consideration given to the material condition and remaining service life of the pipes. These prioritized improvements have been divided into two major groups of projects, with projects included in the first group based on hydraulics, and projects included in the secondary group based on material conditions. The estimate of probable project costs of the proposed water main improvements is estimated at \$746,041. This estimated cost only includes the roadway reconstruction necessary for the installation of the proposed pipes. *Because the water distribution system improvements will be completed in conjunction with the proposed stormwater improvements, the major roadway infrastructure costs have been included in the stormwater cost estimate.*

Records indicate that certain segments of the water distribution system have asbestos-concrete (transite) pipe material. GAI was unable to identify this material within the study area. Should this pipe material be encountered, replacement is recommended. In lieu of removal, these transite pipes should be vacated, cleaned, grouted, and abandoned in place.

Provision for additional fire hydrants must be considered as the City develops toward its allowable density. One recommended method is to ensure that the private developers bear the cost of installing fire hydrants for building fire suppression when required. These projects would have to comply with the Florida Prevention Code requiring additional hydrants per NFPA-1, Chapter 18.

Sanitary Sewer Conveyance System

The sanitary sewer conveyance system model was analyzed under two main loading scenarios:

Existing Conditions (Year 2006) and Future Full Build-out Conditions (Year 2020). Multiple simulations were created and analyzed to account for the Peak Hour Flows (PHF); one for existing and one for future. Each model was constructed from record data received from the City, supplemental field surveyed data, and field substantiation of the data, as observed by GAI staff.

The results of the hydraulic modeling analysis for the Existing Conditions reveal minimal hydraulic limitations due to pipe size. Most deficiencies were identified as inadequate pipe slopes, which is a condition that exposes hydraulic limitations for future expansion.

The amount of manholes surcharging the pipe inverts was minimal and the level of surcharge was barely above the pipe crowns. Most of these manholes have very deep sumps, thus visual confirmation of the surcharge is uncommon.

The City's Public Works Department has not identified any areas within the study area that have flow restriction issues causing regular maintenance or flushing due to accumulation of debris or lateral back-up flows. The model reveals that the current sewer pipe system is adequate to supply conveyance for the sanitary flows under PHF load conditions.

These proposed improvements have been prioritized based on hydraulic requirements into five projects. The estimate of probable project cost of the proposed sanitary sewer conveyance system improvements is estimated at \$500,075. As with the water system cost estimates, the cost for full roadway reconstruction is not included in the sanitary sewer estimate, but addressed in the stormwater cost estimate.

Vision Plan Recommendations

The City has requested that the initial project phase plan include elements recommended in the Downtown Vision Plan. The costs associated with the development and implementation of these elements is not addressed under this Capital Improvement Program. However, this CIP does identify and address certain infrastructure improvement costs, within the limits identified by the Vision Plan.

The recommendations of the Downtown Vision Plan that would require tax increment funding, if they move forward to implementation, are listed below.

DOWNTOWN VISION PLAN CAPITAL PROJECTS	
GATEWAY CORRIDOR:	
Improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture) along Beach Boulevard.	Estimated cost to be determined from engineering/architectural design
Reduce Beach Boulevard from four lanes to two lanes, widen median, and add on-street parking between 2 nd Street and 1 st Street	Estimated cost to be determined from engineering/architectural design
Introduce roundabout as a southern gateway to Downtown and as a traffic-calming feature on 1 st Street.	Estimated cost to be determined from engineering/architectural design
Organize parking between 1 st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	Estimated cost to be determined from engineering/architectural design
Incorporate public bathrooms and shower facilities at turn-around next to the Red Cross building.	Estimated cost to be determined from engineering/architectural design

CIVIC CORRIDOR:	
Enhance pedestrian level lighting in Latham Park.	Estimated cost to be determined from engineering/architectural design
Develop new two-way street with parallel on-street parking along south side of Latham Plaza.	Estimated cost to be determined from engineering/architectural design
Redevelop existing parking lot as a mixed-use project. The two to three-level building will include a garage that will provide parking spaces to replace existing surface parking space and the needs of the new development. The new structure will have ground floor commercial uses fronting Latham Park and two to three levels of residential and/or office uses.	Estimated cost to be determined from engineering/architectural design
Redevelop existing surface lot as a new public parking garage that will support the parking needs of existing retail/restaurant uses as well as beach visitors.	Estimated cost to be determined from engineering/architectural design
PIER CORRIDOR:	
Organize on-street parking on 4 th Avenue North and improve streetscape (provide continuous sidewalks, bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	Estimated cost to be determined from engineering/architectural design
Develop a new pier park programmed with activities of children and families. The park can include a spray fountain/splash fountain that can serve as a place to cool-off and as a public park amenity.	Estimated cost to be determined from engineering/architectural design
Incorporate a driveway to for beach users to drop-off/pick-up as part of the park design. (A potential land swap between the City and private property owners would allow for a substantial sized Pier Park.)	Estimated cost to be determined from engineering/architectural design
Relocate restroom facilities that are near Casa Marina.	Estimated cost to be determined from engineering/architectural design
Develop a public parking garage to serve beach users and area retail uses. Explore the feasibility of alternative location for this parking garage.) The potential new parking garage can also lease or "sell" parking spaces to relieve on-site parking needs of new developments.	Estimated cost to be determined from engineering/architectural design
Introduce a roundabout at 1 st Street as a landmark element and to calm traffic along 1 st Street.	Estimated cost to be determined from engineering/architectural design
RETAIL CORRIDOR:	
Develop a joint-use parking garage to serve the Casa Marina expansion. The parking garage will be lined with ground floor retail uses along 6 th Avenue North and 1 st Street.	Estimated cost to be determined from engineering/architectural design
Introduce a roundabout at 1 st Street as a northern gateway to downtown and to calm traffic along 1 st Street.	Estimated cost to be determined from engineering/architectural design
Organize on-street parking on 6 th Avenue North and improve streetscape (provide continuous sidewalks, new bulb-outs, street trees, pedestrian lighting, wayfinding and other street furniture).	Estimated cost to be determined from engineering/architectural design

Organize on-street parking between 1 st Street and the Sea Walk and incorporate a traffic circle as a turn-around/drop-off point for beach users.	Estimated cost to be determined from engineering/architectural design
NORTH-SOUTH STREETS:	
Introduce on-street parking spaces along either side of 3 rd Street. Add bulb-outs at intersections and mid-blocks to create more opportunities for street trees and shorten pedestrian crossing distances. Explore the feasibility of 3 rd Street streetscape changes as part of the upcoming Florida Department of Transportation (FDOT) pavement resurfacing work.	Estimated cost to be determined from engineering/architectural design
Reduce median cuts along 3 rd Street and introduce street trees along the median.	Estimated cost to be determined from engineering/architectural design
Relocate traffic signal from 2 nd Avenue North to 4 th Avenue North.	Estimated cost to be determined from engineering/architectural design
Introduce new crosswalks along 3 rd Street.	Estimated cost to be determined from engineering/architectural design
Introduce parallel on-street parking along 2 nd Street between Beach Boulevard and 7 th Avenue North.	Estimated cost to be determined from engineering/architectural design
Provide narrower travel lanes and introduce parallel on-street parking along 1 st Street between Beach Boulevard and Latham Park and between 3 rd Avenue North and 7 th Avenue North.	Estimated cost to be determined from engineering/architectural design
Develop 1 st Street as a “festival street” between 2 nd Avenue North and 3 rd Avenue North by varying the texture and color of roadway finish.	Estimated cost to be determined from engineering/architectural design
Enhance existing speed table between Latham Park and Sea Walk Pavilion.	Estimated cost to be determined from engineering/architectural design
Introduce traffic circles south of Beach Boulevard as traffic calming devices and neighborhood features.	Estimated cost to be determined from engineering/architectural design
Improve streetscapes (provide continuous sidewalks, street trees, pedestrian lighting, wayfinding and other street furniture) and crosswalks along all north-south streets.	Estimated cost to be determined from engineering/architectural design

DOWNTOWN COMMUNITY ASSISTED POLICING EFFORT A PLAN FOR A SAFER FUTURE

BACKGROUND:

Over the past twenty years, the infrastructure systems in downtown Jacksonville Beach have been completely rebuilt, physically transforming the area with new businesses and a creating vibrant downtown district. As we have made downtown a true destination for the metropolitan area of Jacksonville with over one million residents, we experience large crowds on a regular basis.

However, the success of the downtown has not come without challenges. The size of the crowds and number of visitors to our beach has grown exponentially over the years. And it is important to note that downtown has two different visitor populations, beach visitors in the day time and bar and restaurant patrons at night, both populations require police services.

With large crowds come other issues such as groups of people behaving badly and creating a perception that the area is unsafe and not family friendly. Gangs frequenting the beach have created public safety concerns. Vagrancy has been an issue for many years. Paid parking has helped provide a safer environment in the three city-owned parking lots, but some believe that not enough police officers are present in the area to maintain safe order.

A recent (2009) paid parking study concluded that most of the people who visit downtown Jacksonville Beach do not live in Jacksonville Beach. The Jacksonville Beach Police Department responded to 48,548 calls for service citywide in 2013. Over 25% of total calls for service received (12,299) were in the Community Redevelopment district ("the district"). Fifty-two percent (1,161) of the total arrests for the city came from within the district.

Most of the crimes committed in the downtown area are "quality of life crimes" such as drinking in public, public urination, and excessive alcohol consumption leading to related disturbances.

The City Council has directed staff to propose solutions to issues affecting the downtown area, including the following:

- Public Safety / Downtown Community Assisted Policing Effort (DT CAPE);
- Parking in the downtown area;
- Special events;
- Business recruitment; and
- Chronically Homeless Offender Program (CHOP).

Addressing these interrelated issues collectively is necessary to attract the mix of businesses and patrons that will ensure the future success of the City of Jacksonville Beach in general and downtown Jacksonville Beach specifically.

PUBLIC SAFETY / DT CAPE

Florida's Community Redevelopment Act allows City's and their CRA's to plan, organize, and fund ***community policing innovations*** as part of their community redevelopment plans. Relevant statutory provisions include:

163.340(23) Definitions

“Community policing innovation” means a policing technique or strategy designed to reduce crime by reducing opportunities for, and increasing the perceived risks of engaging in, criminal activity through visible presence of police in the community, including, but not limited to, community mobilization, neighborhood block watch, citizen patrol, citizen contact patrol, foot patrol, neighborhood storefront police stations, field interrogation, or intensified motorized patrol.

163.360 Community redevelopment plans.

(3) The community redevelopment plan may provide for the development and implementation of community policing innovations.

163.387 Redevelopment trust fund.

(6) Moneys in the redevelopment trust fund may be expended from time to time for undertakings of a community redevelopment agency as described in the community redevelopment plan for the following purposes, including but not limited to:

(h) The development of community policing innovations.

The Downtown Community Assisted Policing Effort (DT CAPE) is an innovative, community policing program in the Community Redevelopment Area (CRA). The program is a result of the City of Jacksonville Beach's effort to transform downtown into a vibrant place to socialize, shop, dine, and enjoy the city's top attraction, the beach. The city's holistic development strategy focuses on

infrastructure improvement, code enforcement, zoning, special events, design standards, creating a positive environment for businesses to flourish, and creating a positive experience for visitors. The program is unique because the police department is part of a team that views redevelopment

as an interrelated system instead of independent actions. It is also innovative because the police department recognizes it is only a part of the criminal justice system and we cannot arrest our way out of problems. Although enforcement is the unit's main focus; prevention, education, working with other organizations for solutions, and alternatives to arrest are also explored. The city strategy has led to great success in the CRA. But the success of these efforts created new challenges for the city.

There are a myriad of issues pertaining to the overall development of the area that need to be addressed in a comprehensive way. Among them are the following that are specifically related to law enforcement.

- Over consumption of alcohol
- Underage access to alcohol
- Physical aggression
- Sexual aggression
- DUI
- Public Disorder
- Quality of life crimes
- Transients
- Crowd management
- Gang activity
- Not enough police presence
- Crime in parking lots
- The perception the area is not safe

The Jacksonville Beach Police Department's mission statement is "**Working with Citizens for a Safe Community**". The DT CAPE program takes the mission statement very seriously. The officers of the CAPE program view their mission as providing the highest level of customer service possible while working with the community to provide a safe environment for everyone to enjoy.

Policing is one component in a plan to improve the overall perception of safety in downtown Jacksonville Beach. The Downtown Community Assisted Policing Effort (DT CAPE) was started as a pilot program in 2008, with two police officers assigned full time to enhance public safety within the district. The pilot CAPE program was created with a focus on identifying problems early and facilitating innovative solutions with input from the stakeholders. Building on the success of the initial pilot program, it was expanded to include two more officers in 2009. In 2013, a supervisor (corporal) position was added.

Officers use several modes of transportation to patrol the area, including walking, bicycle patrols, Segways, ATVs, and quads, along with marked patrol vehicles. By getting to know the community closely and making multiple daily contacts with our residents, business owners and customers, DT CAPE officers became better acquainted with their concerns and are generally able to resolve issues in a timely manner.

When fully staffed, the Jacksonville Beach Police Department has 61 full-time sworn officers. The number of sworn officers is augmented with as many part-time officers as we are able to recruit. When dealing with the large weekend crowds that we traditionally experience from early March through the middle of August, the Department utilizes off-duty officers in a mandatory overtime capacity. It should be noted, however, that the late night crowds continue to be heavy on a year-round basis. We also reassign the Community Response Team (CRT), consisting of five detectives, to the downtown area during the summer months. Utilizing the CRT team, in conjunction with the current DT CAPE officers, it gives us up to ten officers to draw from for day-to-day operations in the downtown area.

A portion of overtime is funded by the Community Redevelopment Agency (CRA), as well as a Justice Assistance Grant (JAG). These funds in most situations have been adequate; however, with officers assigned to work overtime on many of their days off, officer "burn out" becomes an issue every year. Because the CRT is reassigned to the downtown area in the summer months, the unit is unable to investigate other crimes that we experience during this time. Investigations of drug and vice complaints as well as proactive enforcement and investigations of other quality of life crimes throughout the city are delayed.

The staffing levels during the 2013 season utilizing the current DT CAPE officers, CRT detectives, and assigned overtime off-duty officers, were no less than ten officers on Thursday, Friday, Saturday, and Sunday, which is the minimum level of staffing recommended for the downtown district. The majority of these officers were assigned at night to deal with the late night bar crowds. Although the other days of the week may not be as busy, they still require a law enforcement presence in the district.

The CRA district also requires a significant law enforcement presence during the day time hours for the large number of beach visitors. Although this demographic does not require the same level law enforcement service as the large nighttime crowds, a law enforcement presence is still required during the day time hours seven days a week in the summer.

In order to provide a higher level of service downtown, and to reduce the dependence on CRT staffing to augment police officers assigned downtown, an enhancement to the current DT CAPE program is being proposed. The enhancement includes the addition of personnel, a scheduled replacement program for DT CAPE vehicles, and a set of goals and objectives that have been tailored to address problems and concerns that are specific to the downtown environment.

ADDITION OF PERSONNEL

Current staffing for the pilot DT CAPE program is one corporal and four officers. The addition of three police officers and one sergeant would enable the program to provide a higher level of service. With this change, there would be one sergeant, one corporal and seven police officers assigned to the Downtown CAPE program.

The additional staffing could provide personnel for the enhanced enforcement of the current alcohol ordinance. Officers would also work proactively to reduce vehicle burglaries and auto thefts. Theft from the beach area within the district would also be addressed. Officers would act as regular liaisons with agencies, such as the Mission House, Sulzbacher Center, and the HOPE team that assist with the homeless population.

DT CAPE officers will be trained in code enforcement and assist the current code enforcement officers within the district. Dedicating officers to perform proactive duties such as this and Crime Prevention Through Environmental Design (CPTED) strategies will improve the perception of public safety downtown. It will also allow the officers to work in a proactive manner with businesses.

Overtime will still be required to augment the DT CAPE officers primarily on weekends, holidays and when there are special events.

PRELIMINARY FUNDING ESTIMATE FOR THE EXPANDED PROGRAM

Assuming a Downtown CAPE officer has a minimum of five years of experience, the cost for this enhancement to the DT CAPE initiative is estimated to be:

ESTIMATED OPERATING EXPENSES¹			
	Current Program	Program Addition	Expanded Program TOTAL
Personnel	\$411,153	\$303,824	\$714,977
Overtime	\$142,098	\$0²	\$142,098
Operating costs: vehicle & security camera maintenance, fuel, supplies and court costs and filing fees	\$78,873	\$39,600	\$118,473
Total Recurring Costs	\$632,124	\$343,424	\$975,548³

¹For illustrative purposes only. Actual annual costs are subject to review during budget process.

²No change to the current overtime budget for the DT CAPE program is requested. Overtime will still be required to augment the DT CAPE officers on weekends, holidays and special events.

³After the first year, the recurring costs of this program are estimated to be \$975,548.

GOALS AND OBJECTIVES OF THE DOWNTOWN CAPE PROGRAM

The police department has incorporated goals and objectives into each year's business plan. The following proposed goals for the Downtown CAPE program are identical to those of the Jacksonville Beach Police Department. The proposed objectives, however, have been customized to address issues unique to the downtown area.

GOAL: Continually seek new and better methods to improve citizens' safety.

- **OBJECTIVES:**
 - Review planning procedures for all special events to foster a safe environment for our residents and visitors;
 - Educated our visitors about local laws and provide information on personal safety;
 - Aggressively enforce quality of life crimes;
 - Utilize patrol to check the beach in the early morning hours to alleviate sleeping and camping on the oceanfront;
 - Utilize new ATV equipment in directed patrols of the beachfront to monitor beachfront activity and safety;
 - Continue directed bicycle patrol efforts in the District's neighborhoods and shopping districts;
 - Ensure enforcement of alcohol ordinance compliance through regular checks and enforcement details; and
 - Deploy the tactical "Sky-lift" during major special events.

GOAL: Maintain strong partnerships with citizens to improve public safety.

- **OBJECTIVES:**
 - Utilize Citizens On Patrol's (COP's) and Citizens Police Academy Alumni Association (CPAAA) volunteers to monitor the camera system during major special events in the Downtown area;
 - Find alternatives in lieu of arrest of the homeless;
 - COPs will provide directed patrols in the District to create a higher level of police presence while working with DT CAPE officers;
 - DT CAPE officers will proactively address problems and seek solutions within the District by meeting with at least five businesses/residents per shift to learn about issues facing downtown. The officers will then take action to address the applicable issues; and
 - DT CAPE officers will provide instruction to citizen groups and businesses to inform them on safety related issues within the Downtown District.

GOAL: Develop professional employees through competent selection practices, ongoing training and career development.

- **OBJECTIVES:**
 - Select employees who are experienced self-starters who have proven abilities in community policing;
 - Provide officers with code enforcement and CPTED training to equip them with the skills to better work with businesses and property owners; and
 - Provide advanced training to officers in specialty units such as DT CAPE.

GOAL: Continue the strong commitment to outstanding customer service.

- **OBJECTIVES:**
 - Remain responsive to crime victims and keep them informed of case progress;
 - Maintain a friendly and approachable demeanor;
 - Empower officers to solve problems;
 - Prevent crime through environmental design;
 - Identify and mitigate graffiti within the District area;
 - Work with other city departments and the community to properly plan for major special events; and
 - Operate within budget parameters.

RECOMMENDATION:

1. Adopt a set of goals and objectives that have been tailored to address unique downtown concerns.
2. Approve a preliminary funding estimate for the expanded Downtown CAPE program which will allow for the addition one sergeant and three officers to the DT CAPE program, bringing the total number of officers in the unit to nine.
3. Approve a preliminary 5-year capital plan for the replacement of vehicles and equipment.

NOTE: The additional staffing in the DT CAPE will allow for adequate coverage during peak hours. It will provide CRT with the ability to address other duties citywide including, but not limited to the CRA. Overtime will still be required to meet staffing levels during peak times, primarily on weekends, special events, and for any identified special problems.

2015 ACTION PLAN

2015 DOWNTOWN ACTION PLAN	
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
A.1 PUBLIC SPACES: Restrooms	
<p>a. <u>Add restroom at Oceanfront Park.</u></p> <p>Description: Construct a four-stall, unisex restroom and outdoor shower station. This project also includes remodeling of the Sea Walk Pavilion to provide secure storage for material and equipment, two-stall, unisex restroom, and performer's lounge.</p> <p>Estimated Cost: Oceanfront Park - \$250,000 / SeaWalk Renovations - \$250,000</p>	<p>b. <u>Extend the hours that they are open</u></p> <p>Description: Evaluate the cost and effectiveness of increasing the amount of time that public restrooms are available to be used.</p> <p>Estimated Cost: \$45,000 preliminary estimate for increase in annual operating cost only.</p>
	<p>c. <u>Develop an ongoing system to check the cleanliness of restrooms</u></p> <ol style="list-style-type: none"> I. Work program for maintenance contractor II. Establish regular cleaning program – Level of Service = every 90 minutes while restrooms are open III. Attendants wear uniforms <p>Description: Bid documents will be prepared and sent out for pricing. A new contractor will be retained to implement the enhanced maintenance program.</p> <p>Estimated Cost: Included in annual operating cost estimate for A.1.a, above.</p>
A.2 PUBLIC SPACES: Lighting	
<p>a. <u>Enhanced lighting at various locations where needed throughout the Downtown District</u></p> <p>Description: Continuously monitor existing lighting conditions and maintenance issues throughout the Downtown District and implement improvements or repairs on an as-</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>needed basis.</p> <p>Estimated Cost: \$10,000-\$25,000 annually</p>	
A.3 PUBLIC SPACES: Public Art	
<p>a. <u>Create and install additional public art features with beach/ocean life/surfer themes, such as lifeguards, fishing, oceanlife and surfing</u></p> <p>Description: Prepare a request for proposals, request for qualifications or competition for artists to design and create public art that has a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district.</p> <p>Estimated Cost: \$20,000-\$100,000</p>	
<p>b. <u>Murals on future parking structures and other blank walls, subject to review for sign code conformity, and consistency with beach/ocean life/surfer themes</u></p> <p>Description: Prepare a request for qualifications or competition for artists to design and create public art in the form of murals with a beach/ocean life theme. Projects selected through this process will be installed at selected locations in the redevelopment district.</p> <p>Estimated Cost: \$20,000-\$50,000</p>	
A.4 PUBLIC SPACES: Pod-Type Seating	
<p>a. <u>Develop pilot program to provide pod type and/or shaded seating where appropriate in the Downtown area</u></p> <p>Description: Round concrete pods will be purchased and placed near the Jacksonville</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Beach Fishing Pier. Additional shapes and sizes are being evaluated and priced. Pod-type seating will be added as needed and where needed at various locations within the Downtown District.</p> <p>Estimated Cost: \$8,000</p>	
A.5 PUBLIC SPACES: Fishing Pier	
<p>a. <u>Improve pier entry identification signage (possible archway over access ramp from the SeaWalk and provide new, more attractive security fencing</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: \$100,000-\$150,000</p>	<p>b. <u>Consider increasing the functionality of the Pier by allowing special events to attract people of all ages, such as fishing tournaments, surf contests, food festivals, etc.</u></p> <p>Description: A pilot test of an event at pier with "Red Bull" Surf Expo was conducted . At this time no promoters have proposed other events.</p> <p>Estimated Cost: No increase</p>
A.6 PUBLIC SPACES: Signage	
<p>a. <u>Install additional wayfinding signs using the surfboard theme</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: Included in the cost estimate for A.5.a above</p>	<p>b. <u>Provide some type of temporary signage as needed to remind motorists to stop for pedestrians in crosswalks</u></p> <p>Description: The folding type signs are portable and can be placed in high volume pedestrian areas when officers are present to provide added safety for both pedestrians and motorists. The signs can be carried in the trunk of the officers' cars and used during special events, holidays, and bar closing. The proposal is to purchase six of the signs at a cost of approximately \$100.00 each.</p> <p>Estimated Cost: ±\$600</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>c. <u>Consider use of social media techniques to link public to information available on the City website, e.g., location of lifeguard station, restrooms, handicapped beach accesses, bike racks, etc.</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: Included in the cost estimate for A.5.a above</p>	
A.7 PUBLIC SPACES: Latham Plaza	
<p>a. <u>Develop a master plan to improve the use of public space at Latham Plaza</u></p> <p>Description: A preliminary design and proposed location will be developed utilizing shade sails with playground equipment placed on an artificial turf and poured in place mulch surface. Upon approval of the preliminary design and location, the final design will be prepared and the project will be constructed.</p> <p>Estimated Cost: \$240,000</p>	
A.8 PUBLIC SPACES: Streets	
<p>a. <u>Remove concrete barriers on 3rd Avenue North and North 1st Street</u></p> <p>Description: It will be determined if the removal of the concrete barriers is reasonably feasible. Once confirmed, the barriers will be removed and the barrier material disposed of. The barriers will be replaced by blending with</p>	<p>c. <u>Enhance landscape maintenance on North 1st Street and avenues between Beach Boulevard and 6th Avenue North</u></p> <p>Description: New bid will be sent out in the Fall to obtain a separate price for work in the downtown area that will increase service for</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>materials in adjacent areas. Work to be done by contractor.</p> <p>Estimated Cost: \$30,000</p>	<p>items that include palm trimming, fertilizer, and maintenance.</p> <p>Estimated Cost: \$35,000 per year</p>
<p><u>b. Improve the delineation between the roadway and pedestrian space on North 1st Street (bollars similar to type at the 1st Avenue North walkway)</u></p> <p>Description: In areas of 1st street where there is no clear delineation between the roadway and the public walkway, decorative bollards could be installed to provide a barrier between pedestrians and moving traffic. Where there is sufficient space, decorative bike racks could be used as an additional option. These would serve as barriers as well as provide additional bicycle parking. The Police and Public Works Department will map out proposed bollard and/or bike rack locations and secure approval of the proposed plan. The type of bollards will be selected and purchased with installation to be carried out by a contractor.</p> <p>Estimated Cost: \$30,000</p>	<p><u>d. Identify a suitable location or locations for dedicated taxi stands in the Downtown District</u></p> <p>Description: During peak hours, the parking spaces on the east side of 1st Street can be designated as "Taxi Only" parking. This provides a safe location for taxis and other livery vehicles to safely load and unload passengers. It will also provide livery vehicles a location to wait for fares at closing time for the establishments in the downtown area. This will be more convenient and safer for those looking for a taxi or other livery vehicle.</p> <p>Estimated Cost: Minor cost for signage and pavement markings</p>
<p>B.1 TRANSPORTATION: Bicycling</p>	
<p><u>a. Prepare and implement a master plan for additional, decorative bicycle racks at selected locations in Downtown; and enhance bicycle and vehicular safety</u></p> <p>Description: The Police Department has prepared an inventory of locations in the core area where new or additional bike racks are needed. In addition, the City will be evaluating installing decorative bike racks at some of the more visible locations as a part of a public art program. Prepare a RFP, RFQ</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>competition for a program to purchase and install both standard and custom bike racks in locations identified in the Police Department plan. Custom racks would be thematically tied to the beach/ocean life themes identified in the Public Art component of this plan and installed in a few highly visible locations in the Downtown core.</p> <p>Estimated Cost1: \$150,000</p>	
B.2 TRANSPORTATION: Roundabouts	
<p>a. <u>Conduct a traffic engineering analysis of the roundabouts on Beach Boulevard at 1st and 2nd Streets, and design and construct modifications as needed to improve traffic operations in the corridor</u></p> <p>Description: Prepare a scope of services for an in depth analysis of traffic operations on Beach Boulevard between 1st Street and 3rd Street to determine if any modifications to the existing roundabouts or moving lanes are justified. Obtain a fee proposal for traffic analysis and engineering design services through a continuing services firm or subcontractor. Design and construct modifications to the road segment if warranted.</p> <p>Estimated Cost: Traffic Study-\$35,000 / Engineering Design-\$25,000 / Construction-\$250,000</p>	
B.3 TRANSPORTATION: Pedestrian Safety	
<p>a. <u>Design and construct a well-marked pedestrian crossing with flashing signal and pavement lighting at 2nd Avenue North and 3rd Street</u></p>	<p>b. <u>Monitor on-going FDOT pedestrian safety study being conducted for a1a in Jacksonville Beach</u></p> <p>Description: In October, 2014 the FDOT completed "Pedestrian Roadway Safety</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: The FDOT has compiled relevant traffic incident data for the area around 2nd Avenue North at S.R. A-1-A for a proposed pedestrian/bike crossing and has scheduled the collection of pedestrian counts for the 1st and 2nd Avenue North intersections. With that data, FOOT staff is hopeful that the project can be implemented utilizing Safety funding, which could get the project implemented sooner than if it has to be programmed and compete for funding as a standard Work Program project.</p> <p>Estimated Cost: \$300,000</p>	<p>Audits" on State Road A-1-A from (1) the St. Johns County Line north to Beach Boulevard, and (2) from Beach Boulevard north to Atlantic Boulevard. Both studies culminated in a series of recommendations for short-, mid-, and long-term site specific safety related improvements. Some of the recommended improvements, such as a new pedestrian crossing at A-1-A and 2nd Avenue North, constitute stand-alone safety improvement projects, while others are identified for consideration during design of other work projects planned for these portions of A-1-A.</p> <p>Estimated Cost1: To be determined upon definition of project scope</p>
B.4 TRANSPORTATION: Beaches Trolley	
	<p>a. <u>Support the Jacksonville Transportation Authority in managing the efficient and effective operation of the Beaches Trolley to include:</u></p> <ul style="list-style-type: none"> i. Expanded hours of operation ii. Improved public information on trolley routes and schedules, including the use of social media to obtain route and schedule information iii. Improved trolley route and provide stops to optimum locations iv. Fifteen-minute headways during peak months v. Consider expanding trolley service during major special events, such as the bi-annual airshow <p>Description: Continue to use HA-prepared and other promotional materials to promote ridership on the Beaches Trolley through</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>social media, the City's website and other publicity.</p> <p>Estimated Cost: Minimal city costs if using JTA materials</p>
B.5 TRANSPORTATION: Parking	
<p>a. <u>Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North, including facilities to store police equipment</u></p> <p>Description: <i>Surface Parking Lot:</i> Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.</p> <p><i>Parking Structure:</i> Prepare a RFP/RFQ for consultant services to undertake a financial feasibility for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and construct the facility.</p> <p>Estimated Cost: Surface Parking Lot-\$400,000 to \$450,000 / Parking Structure-\$6.05M to \$7.85M</p>	<p>b. <u>Explore feasibility of private funding with a provider such as “Beach Buggies” to offer a shuttle program for Downtown workers on weekends utilizing parking spaces at the O&M Building on Shetter Avenue</u></p> <p>Description: The city will attempt to facilitate private partnerships that would provide parking at no cost to businesses at the O&M building on Shetter Avenue on weekends for their employees. With the assistance of a private livery service such as beach buggies, employees could be shuttled to the downtown area. This would free some of the limited parking in the downtown area, while saving employees money for parking if they coordinate times with other employees.</p> <p>Estimated Cost: No cost to the City</p>
	<p>c. <u>Prepare a pilot program seeking to reduce non-resident parking in residential areas where there is no off-street parking available adjacent to Downtown</u></p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>Description: In a limited area of the CBD, (1st Avenue South east of AIA to 4th Avenue South, excluding the unit blocks) provide resident-only, on-street parking to residents where no private parking available. Complete a block by block analysis of the available private parking to locate residents with no private parking available. Develop a sticker system to permit them to park on the street in restricted areas. In some area where businesses are located, two hour parking could be put in place to create turnover of those spaces. In areas where no residential parking is required, open parking will not change.</p> <p>Estimated Cost: Signage and other operating costs to be determined</p>
C.1 PUBLIC SAFETY: Managing the Nighttime Economy	
<p>a. <u>Train the downtown community policing team on code enforcement and ensure there is a positive police presence</u></p> <p>Description: The Downtown CAPE officers interact daily with businesses in the downtown area. They often have opportunities to observe code enforcement issues before they reach the level of issuing a notice of violation. The officers have the ability to see violations such as leaky dumpsters, smelly grease traps, and other such violations. They can promptly communicate the issue to the business before it reaches the level of enforcement action. The officers will also meet monthly with the codes enforcement officer for the city to discuss actions and exchange information.</p>	<p>b. <u>Continue police patrols in areas where illegal activities, such as drug or marijuana use, are occurring</u></p> <p>Description: The process of directed patrol to areas of concern is done continuously on a daily basis and is completed by DT CAPE officers as well as Patrol and Citizens On Patrol (COPs).</p> <p>Estimated Cost: Currently funded</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Estimated Cost: Minimal travel and training cost to secure State of Florida Code Enforcement Certification</p>	
<p>c. <u>Assist businesses with crime prevention, to include better environmental design</u></p> <p>Description: There are many aspects of crime prevention. The DT CAPE officers will work with the businesses to assist them with establishment lay out, lighting, how to better form lines, video placement, and many other things that can be done to provide a safer environment for customers.</p> <p>Estimated Cost: Minimal travel and training cost</p>	<p>d. <u>Change the alcohol ordinance to prohibit restaurants from removing tables and chairs to become nightclubs</u></p> <p>Description: Restaurants are required to follow many guidelines that bars are not required to follow. For instance, restaurants are required to derive 51% of all gross revenue from food. They are also required to serve full course meals and have seating for no less than 150 people to be served full course meals at all hours of operation. In some cases, the restaurants are not providing food to patrons at all hours of operation; in fact, they close kitchens completely. They have also broken down seating and moved it to the side to accommodate additional patrons for alcohol service. In many cases, the Florida Alcohol Beverage Department does not have the resources to enforce many of these violations. Jacksonville Beach could improve the language in the current alcohol ordinance to prevent establishments licensed as restaurants from becoming nightclubs.</p> <p>Estimated Cost: Cost to enforce may be absorbed in current operating budget</p>
<p>e. <u>Develop programs for alcohol employees and partner with businesses to provide consistent training and procedures, including uniforms, not over serving patrons, etc.</u></p>	<p>f. <u>Consider modifications to the regulations governing the hours of operation for restaurants with 4-COP-SRX beverage licenses</u></p> <p>Description: The city can modify the required closing time for restaurants serving alcohol, from 2:00am to any time after midnight by</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: Officers will also suggest a common type of clothing for door staff and management. This provides customers with an immediately recognizable figure to ask for assistance when needed. It also provides law enforcement the same ability to recognize staff in an emergency situation. Making this uniform from one establishment to the next has proven to assist customers in other areas with strong nighttime activity.</p> <p>Estimated Cost: No cost to the City</p>	<p>state law. If the city were to consider an earlier closing time, it would assist in public safety by having staggered closing times. It could also assist with transportation issues by not having so many people in the downtown area looking for a cab at the same time. On busy nights, many of the bars are at capacity for some time before closing. This would prevent people from moving from a restaurant to a bar when many bars are already at capacity.</p> <p>Estimated Cost: Cost to enforce may be absorbed in current operating budget</p>
<p>D.1 COMMERCIAL SPACES: Incentives for Non-Alcohol Businesses</p>	
<p>a. <u>Develop and implement a program of economic development incentives such as construction and remodeling/tenant/façade improvement loans or grants, short-term rental assistance, grease trap rebates, etc, for retail, food service or office-based businesses</u></p> <p>Description: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.</p> <p>Estimated Cost: \$250,000 for program start-up</p>	
<p>b. <u>Implement a grease interceptor rebate program available for all food service establishments in Downtown</u></p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: Implemented via Resolution 1938-2014. A qualifying grease interceptor installation is eligible for reimbursement of 50% of total qualifying costs, not to exceed \$5,000.</p> <p>Estimated Cost: Not to exceed \$5,000 per approved qualified grease interceptor rebate application.</p>	
D.2 COMMERCIAL SPACES: Business Development	
<p>a. <u>Continue working with Retail Strategies consultants, the business community, and property owners to identify and recruit a mix of restaurants and retail establishments that provide service for a variety of age groups</u></p> <p>Description:</p> <p><u>Retail Strategies</u>: Continuously monitor and evaluate consultant activity for the purpose of determining if their work is producing positive results and consider extensions to the agreement if warranted.</p> <p><u>Incentives Program</u>: Research incentive programs offered by other communities through their CRA using tax increment trust fund monies. Prepare an incentive program with appropriate components suited to the Downtown Jacksonville Beach retail, restaurant, and office market.</p> <p>Estimated Cost: \$250,000 for incentives program startup/Retail Strategies additional cost to be determined</p>	<p>b. <u>Work on ways to attract visitors during the off-peak seasons</u></p> <p>Description: Working with Visit Jacksonville, use Convention Development funds to pay for advertising and similar publicity to promote tourism in Jacksonville Beach in the off-peak season.</p> <p>Estimated Cost: Preliminary budget for FY2016: \$23,000</p>
D.3 COMMERCIAL SPACES: Downtown Branding and Marketing	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>a. <u>Implement a new wayfinding sign program using the surfboard theme to rebrand and market downtown</u></p> <p>Description: Prepare a request for proposals or request for qualifications for consulting services to develop a new wayfinding sign program and implementation program for Downtown Jacksonville Beach. The RFP/RFQ will encompass all of the Action Plan proposals related to branding, signage, and visitor information systems.</p> <p>Estimated Cost: Included in the cost estimate for A.6.a above</p>	<p>b. <u>Explore visitor center concept possibly to be located at the Beaches Historical Park</u></p> <p>Description: Develop and produce promotional materials to market places to stay, places to eat, places to visit in Jacksonville Beach. Work with existing businesses including the Beaches Historical Park to identify locations where these materials could be distributed to visitors.</p> <p>Estimated Cost: \$5,000-\$20,000 for development; plus annual costs to update and print materials.</p>
D.4 COMMERCIAL SPACES: Public Welfare and Safety	
	<p>a. <u>Assist the homeless population by working with the HOPE team, Mission House, etc.</u></p> <p>Description: Through ongoing partnerships with many organizations such as Mission House, Sulzbacher Center, and the HOPE team, police will continue to work on reducing the homeless population in the city of Jacksonville Beach.</p> <p>Estimated Cost: No additional cost to the City</p>
D.5 COMMERCIAL SPACES: Zoning Regulations	
	<p>a. <u>Review outdoor bar and restaurant space and parking requirements, and consider allowing outdoor entertainment in the Jacksonville Beach Land Development Code</u></p> <p>Description: Revise the Land Development Code (LDC) to allow "outdoor restaurant and bar" areas under 200 s.f. as permitted uses in commercial zoning districts, with no</p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>additional parking requirement. The Police and Planning and Development Departments are also working together to develop a reasonable and enforceable set of policies for consideration related to outdoor entertainment/music within outdoor restaurant and bar areas.</p> <p>Estimated Cost: \$7,500</p>
	<p>b. <u>Review the off-street parking requirement for restaurants and consider a 50% reduction to encourage restaurant (as opposed to bar) development</u></p> <p>Description: In addition to the relief proposed in Item a. above, revise the LDC to reduce the parking requirements for outdoor restaurant areas exceeding 200 s.f. by fifty percent (50%). Outdoor bar areas exceeding 200 s.f. would still be required to provide parking in the same ratio as for indoor bars.</p> <p>Estimated Cost: \$2,500</p>
E.1 ENTERTAINMENT AND EVENTS:	
	<p>a. <u>Schedule more city events in non-peak season rather than in the summer months</u></p> <p>Description: Special events policy has been changed to allow multiple day events during fall and winter months.</p> <p>Estimated Cost: No additional cost</p>
	<p>b. <u>Encourage more alcohol-free events that attract persons of all ages, such as farmer's markets, car shows, art walks, Deck the Chairs, food truck rallies, etc.</u></p>

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
	<p>Description: Art walk and car shows are being permitted with the downtown business groups.</p> <p>Estimated Cost: No additional cost</p>
	<p>c. <u>Add more outdoor movies</u></p> <p>Description: An additional moonlight movie has been scheduled for "Opening of the Beach Weekend"</p> <p>Estimated Cost: \$6,000</p>
F.1 QUALITY OF LIFE: Cleanliness	
<p>a. <u>Pressure wash pavers in the Downtown streets, the SeaWalk, and dumpster areas to remove gum, oil stains, etc.</u></p> <p>Description: Researching product(s) / equipment for optimal removal of and enhance protection from gum, oil stains, etc. Then, implement via pilot project with contractor.</p> <p>Estimated Cost: \$50,000-\$7.5,000</p>	<p>b. <u>Cleanliness Campaign – “Leave Only Your Footprints Behind!”</u></p> <p>Description: Discussion of including an advertising agency to develop a campaign is being considered.</p> <p>Estimated Cost: To be determined</p>
<p>c. <u>Develop program for property and business owners to assist in keeping Downtown clean by picking up trash, cigarette butts, etc. on a daily basis</u></p> <p>Description: Work closely with all of the businesses in the downtown area to educate businesses and to begin a voluntary program to take pride in ownership by regularly picking up trash in and around their property. Stressing the importance of keeping all trash picked up in the downtown area will assist the city greatly in their daily efforts as well to keep the downtown pristine.</p>	<p>d. <u>Review and modify the beach clean-up contract, as needed, to improve its effectiveness; provide enhanced service between Beach Blvd and 6th Ave North on weekends and holidays</u></p> <p>Description: Developing scope with contractor on additional pickup in the afternoon during busy season (when school out) and during mild weather holiday weekends.</p> <p>Estimated Cost: Annually ±\$30,000</p>

2015 DOWNTOWN ACTION PLAN

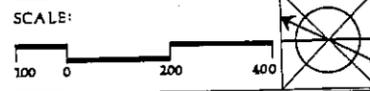
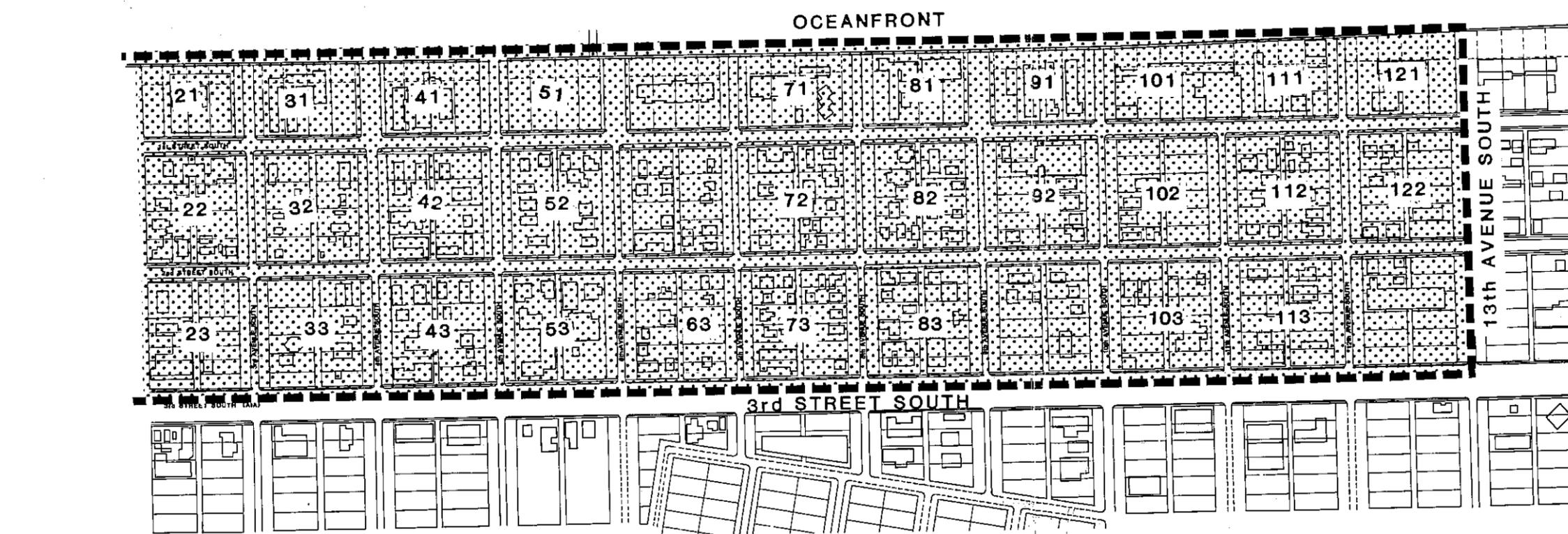
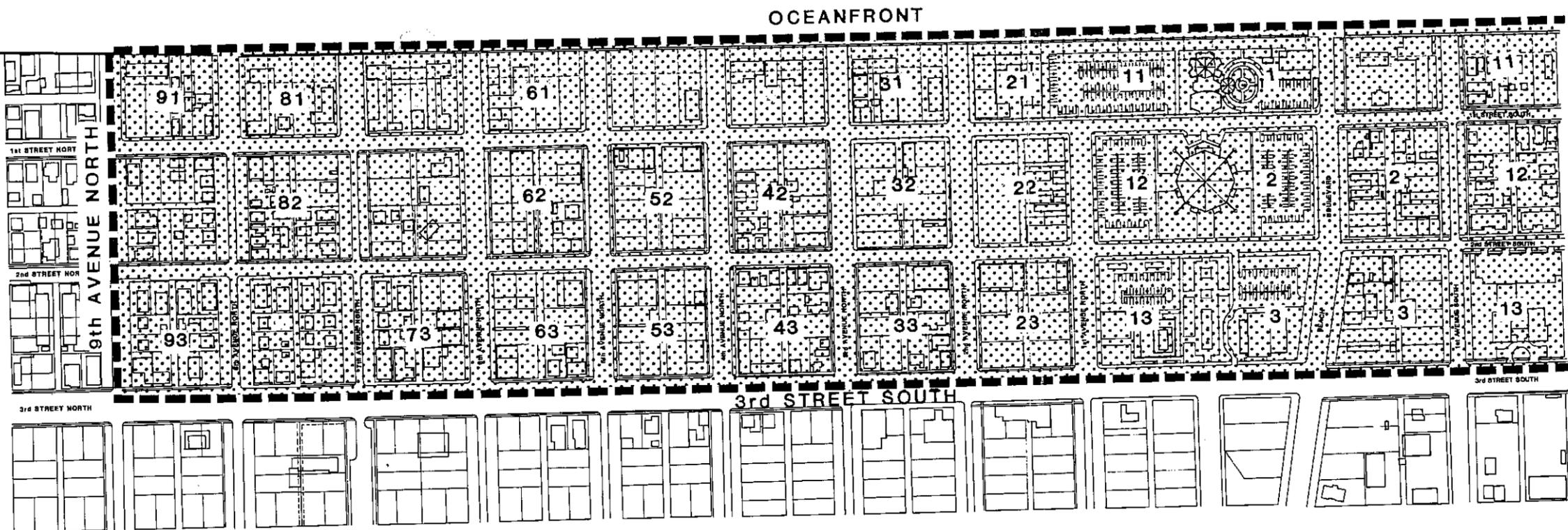
REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
Estimated Cost: No additional cost to the City	
F.2 QUALITY OF LIFE: Implementation of the Action Plan	
<u>Begin working to implement the action steps outlined above, which, as a whole, will have a dramatic impact on improving the quality of life in Jacksonville Beach</u>	
PROJECTS CARRIED OVER FROM 2007 VISION PLAN FOR DOWNTOWN JACKSONVILLE BEACH	
<p>a. <u>Continue implementation of Phase III of the Downtown Vision Plan Infrastructure Improvement Program east of South 3rd Street from Beach Boulevard to 13th Avenue South</u></p> <p>Description: Complete the design and begin construction of the roadway and utility improvements in the Phase III-C project area ("Project 1") between Beach Boulevard and 4th Avenue South. Complete the engineering design and permitting for the construction of the remainder of the Phase III area from 4th Avenue South to 13th Avenue South and develop a phasing plan based on the annual availability of tax increment trust funds to complete the work. This work will include reconstruction of the utility systems and all of the streets, alleys and street ends in the described area of the District.</p> <p>Estimated Cost: Project 1-\$5.0M / Balance of Phase III-C \$10.0M-\$12.5M</p>	
<p>b. <u>Construct a surface or structured parking facility on CRA-owned land on North 2nd Street between 3rd and 4th Avenue North</u></p> <p>Description: <i>Surface Parking Lot:</i> Complete the engineering design for a ±90-space surface parking lot with an approximately 2,500 sf. Downtown CAPE equipment storage building.</p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p><i>Parking Structure:</i> Prepare a RFP/RFQ for consultant services to undertake a financial feasibility analysis for a ±280-space parking garage with up to 11,500 sf. of leasable commercial space on the 4th Avenue North frontage. The parking garage project may include partnering with the Jacksonville Transportation Authority to provide a park and ride facility for a future Bus Rapid Transit system. If demonstrated to be financially feasible, prepare a RFP for design build construction team to design and construct the facility.</p> <p>Estimated Cost: Surface Parking Lot-\$400,000 to \$450,000/ Parking Structure-\$6.0SM to \$7.85M</p>	
<p>c. <u>North 2nd Street reconstruction per the Downtown Vision Streetscape Master Plan</u></p> <p>Description: Prepare engineering plans for the reconstruction of North 2nd Street from Beach Boulevard to 6th Avenue North generally following the layout and crosssection proposed in the adopted Downtown Vision Streetscape Master Plan and construct the project.</p> <p>Estimated Cost: \$750,000 to \$1,25M</p>	
<p>d. <u>Continue monitoring and evaluating existing regulatory measures; propose revisions as needed to promote business retention and development; and the preservation of residential areas</u></p>	

2015 DOWNTOWN ACTION PLAN

REDEVELOPMENT PLAN ACTION ITEMS	COMPLEMENTARY CITY ACTION ITEMS
<p>Description: On-going Planning and Development Department and Community Redevelopment Agency activity.</p> <p>Estimated Cost: No additional costs</p>	
LONG-TERM POTENTIAL FOR PUBLIC-PRIVATE PARTNERSHIPS	
<p>a. <u>New Pablo Avenue Mixed Use Commercial Development; Consider constructing a new roadway on the south side of Latham Plaza and, in cooperation with a private developer, build a mixed use project including a boutique hotel, retail commercial space, and parking structure on the Latham Plaza parking lot site</u></p> <p>Description: Prepare a "notice of intent to negotiate" and select a developer for a public-private partnership for a redevelopment project as described above.</p> <p>Estimated Cost: To be determined through the negotiation process.</p>	
<p>b. <u>Pier Parking Lot Restaurant and Retail Development: In Conjunction with or following the construction of a new public off-street parking facility, consider developing a restaurant and/or retail project on a portion of the Fishing Pier parking lot</u></p> <p>Description: Prepare a "notice of intent to negotiate" and select a developer for a public-private partnership for a redevelopment project as described above.</p> <p>Estimated Cost: To be determined through the negotiation process.</p>	



COMMUNITY
REDEVELOPMENT
AREA

FIGURE 1

Figure 2

DETAILED SCOPE OF WORK					STATUS	APPROPRIATION AMOUNT
SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION DOWNTOWN VISION PLAN – PHASE III-B AND III-C (PART 1) PROJECTS						
Phase III-B Project (Beach Boulevard to 9th Avenue North) (CRA Funded)						
3 rd Street North	6 th Avenue North	9 th Avenue North	<ul style="list-style-type: none"> Replace 2" galvanized water main Replace sidewalk to be removed to replace water main CONSTRUCTION ONLY: CRA portion of the overall 9th Avenue North to Seagate Avenue project to be designed under one agreement by Jones-Edmunds Engineers 	In Design	\$362,000	
3rd Street North	6 th Avenue North	8 th Avenue North	<ul style="list-style-type: none"> Replace 2-inch water main (eastside, ½ block west side) Replace sidewalk 	In Design		Cost = Incl. in above
3rd Street North	8 th Avenue North	9 th Avenue North	<ul style="list-style-type: none"> Replace 2-inch water main (eastside and west side) Replace sidewalk 	In Design		Cost = Incl. in above
Phase III-C Project (Part 1: Streets, Avenues, Street Ends, and Alleys from 11th Avenue South to 13th Avenue South) (CRA Funded)						
STREETS:						
South 1 st Street <i>General Design Standards</i>	11 th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> Construct new asphalt roadway with standard curb and gutter, concrete sidewalks, marked bicycle lanes (no on-street parking), and grass or concrete utility strip Install enhanced striping at intersections where sidewalks and stop sign are present Relocate utilities toward the right of way Construct new storm sewer piping and inlets Replace sanitary sewer main crossings at alleys 	In Design	\$473,000	
South 1 st Street	11th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> Replace 8-inch water main Replace 8-inch sewer main from 10th Avenue South to 13th Avenue South 	In Design	\$73,000	
South 2 nd Street <i>General Design Standards</i>	11th Avenue South	13 th Avenue South	<ul style="list-style-type: none"> Construct new asphalt roadway with standard curb and gutter, concrete sidewalks, and grass or concrete utility strip Provide on-street parking on east side of street Install enhanced striping at intersections where sidewalks and stop sign are present Remove existing palm trees in the right of way and replace with new cabbage palms (up to 4 per block on each side with 	In Design	\$326,000	

Figure 2

DETAILED SCOPE OF WORK SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION DOWNTOWN VISION PLAN – PHASE III-B AND III-C (PART 1) PROJECTS				STATUS	APPROPRIATION AMOUNT
			irrigation) • Relocate utilities toward the right of way • Construct new storm sewer piping and inlets • Replace sanitary sewer main crossings at alleys		
South 3 rd Street	11 th Avenue South	12 th Avenue South	• Replace 2-inch water main on east and west side of road • Replace sidewalk	In Design	\$108,800
South 3 rd Street	12 th Avenue South	13 th Avenue South	• Replace 2-inch water main on west side of road • Replace sidewalk	In Design	Incl. with above
AVENUES:					
11 th Avenue South (Including street end)	South 2 nd Street	South 3 rd Street	• Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Replace 8-inch water main between South 2 nd and South 3 rd Street • Construct new storm sewer piping and inlets	In Design	\$272,700
12 th Avenue South (Including street end)	South 1 st Street	South 3 rd Street	• Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Improvements to the street end including concrete islands at entrance from South 1 st Street and turnaround area at the east end, new asphalt paving and parking space striping, and drainage piping to direct run-off to the west with overflow to existing beach outfalls • Replace 6-inch water main • Construct new storm sewer piping and inlets	In Design	\$512,500

DETAILED SCOPE OF WORK				STATUS	APPROPRIATION AMOUNT
SEPTEMBER 2014 TIF APPROPRIATION RESOLUTION					
DOWNTOWN VISION PLAN – PHASE III-B AND III-C (PART 1) PROJECTS					
13 th Avenue South (Including street end)	South 1 st Street	South 3 rd Street	<ul style="list-style-type: none"> • Construct new asphalt roadway with city standard or ribbon curb and gutter, new concrete sidewalk, concrete or turf-block parking area where appropriate (perpendicular or diagonal parking configuration to be determined), relocate existing utilities to a utility strip as required, and install new street lighting as needed • Improvements to the street end including concrete islands at entrance from South 1st Street and turnaround area at the east end, new asphalt paving and parking space striping, and drainage piping to direct run-off to the west with overflow to existing beach outfalls • Replace 6-inch water main • Construct new storm sewer piping and inlets 	In Design	\$520,200
ALLEYWAYS:					
Alleyway between 11 th Avenue South and 13 th Avenue South	South 1 st Street	South 2 nd Street	<ul style="list-style-type: none"> • Grade to drain to the streets and install concrete surface • Replace entrance driveways with sufficient radii to provide safe and easy ingress and egress • Remove and replace existing vitrified clay sanitary sewer piping with new PVC piping and connect to new mains in the streets 	In Design	\$92,400
STORM WATER MANAGEMENT SYSTEM:					
Beach Boulevard to 13 th Avenue South	Atlantic Ocean Bulk-head	South 3 rd Street	Pump Station #1 consisting of four pumps (75HP—9,500GPM each). Three pumps for capacity and one for standby. 240,000 cu. ft. storage with a 36" force main under SR A1A	In Design	\$5,950,000
Phase IV Projects:					
PARKING LOT AND CAPE STORAGE CONSTRUCTION					
North 2 nd Street Off-Street Parking Lot	3 rd Avenue North	4 th Avenue North	Construct surface parking lot (preliminary sketch plan for 91 spaces)	In Design	\$314,500
Downtown CAPE Storage Building	4 th Avenue North		Procure and install new sculpture at the entrance to the pier	In Design	\$430,000
TOTAL APPROPRIATION ("In Design" and Committed Project Elements) =					\$9,534,100

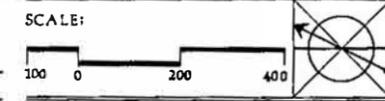


LAND USE

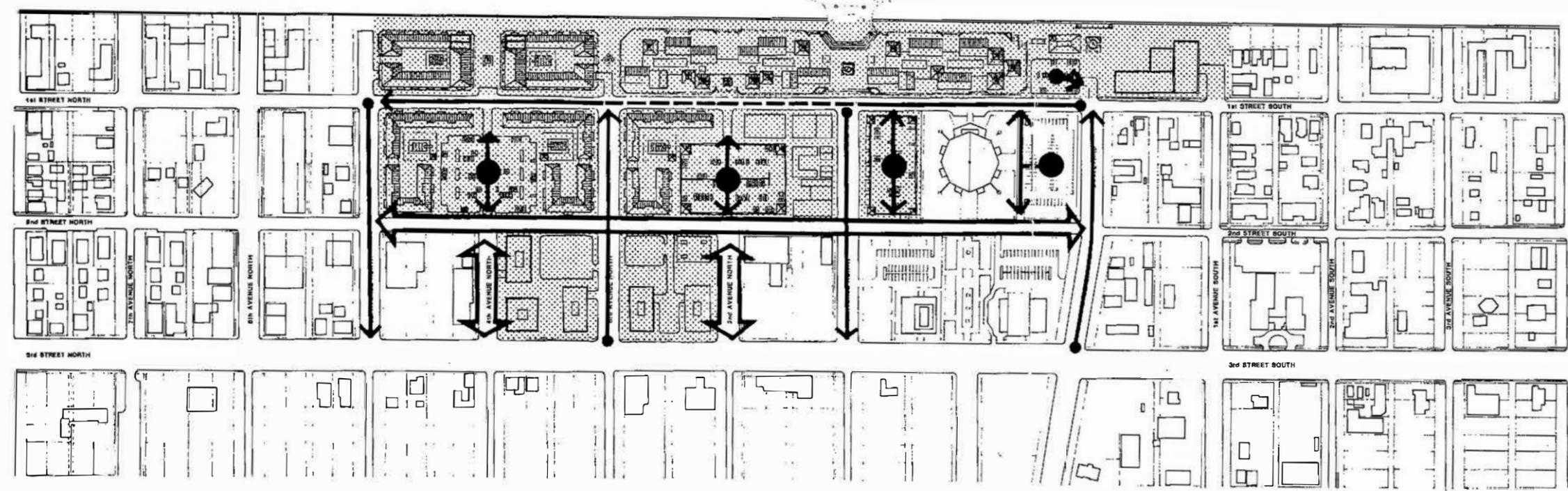
- Vision Plan Corridor
- Vision Plan Proposal
- Amendments 1 and 3

- COMMERCIAL
- RESIDENTIAL
- RESIDENTIAL / COMMERCIAL
- OFFICE
- GOVERNMENT
- P PARKING
- BOARDWALK

FIGURE 3



TRAFFIC CIRCULATION PLAN



-  REDEVELOPMENT AREA
-  ONE WAY STREET
-  TWO WAY STREET
-  PARKING AREAS
-  SEASONAL STREET CLOSURE

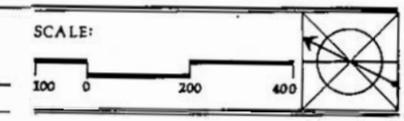


FIGURE 4